

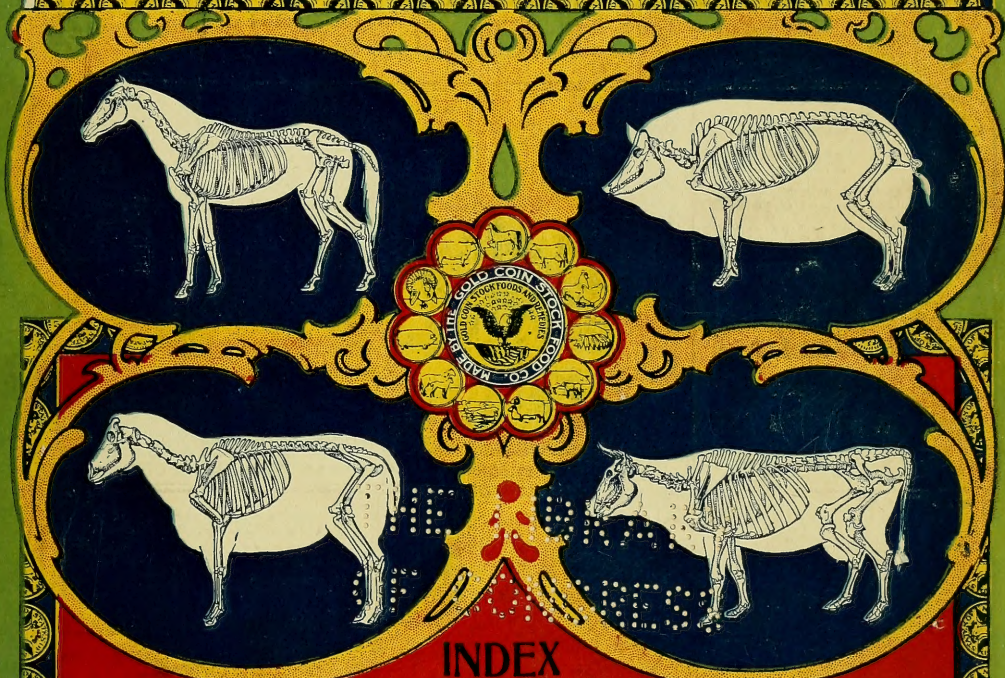
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GOLD COIN STOCK BOOK

CONTAINING VALUABLE INFORMATION FOR
STOCKRAISERS AND FARMERS



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GOLD COIN STOCK FOOD CO.,

UNION STOCK YARDS, CHICAGO, ILL., U. S. A.

FACTORIES & ORDER DEPT: ST. PAUL, MINN.

S. W. BRANCH: UNION STOCK YARDS, KANSAS CITY.

KEEP THIS BOOK FOR REFERENCE

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GOLD COIN STOCK FOOD CO.

THE LARGEST STOCK FOOD AND FATTENING COMPANY

CAPITAL \$ 3 000 000

IN THE WORLD.

CAPITAL \$ 3 000 000



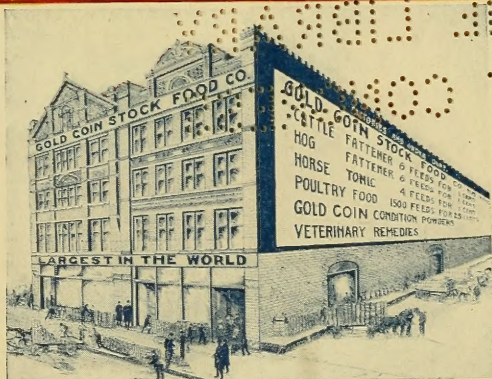
CHICAGO OFFICES, UNION STOCK YARDS, CHICAGO

GOLD COIN REPRESENTS THE HIGHEST QUALITY OF STOCK FOODS THAT CAN BE MANUFACTURED AND ARE SOLD AT LOWER PRICES THAN INFERIOR GOODS OFFERED BY OTHER COMPANIES. A HOG FOOD FOR HOGS—A CATTLE FOOD FOR CATTLE—A HORSE FOOD FOR HORSES—A POULTRY FOOD FOR POULTRY. NOT ONE STOCK FOOD FOR ALL.

GOLD COIN STOCK FOODS AND REMEDIES LEAD THE WORLD. FEEDERS WHO USE THEM ONCE ALWAYS USE THEM. YOU ARE LOSING MONEY EVERY DAY YOU ARE NOT FEEDING THEM.



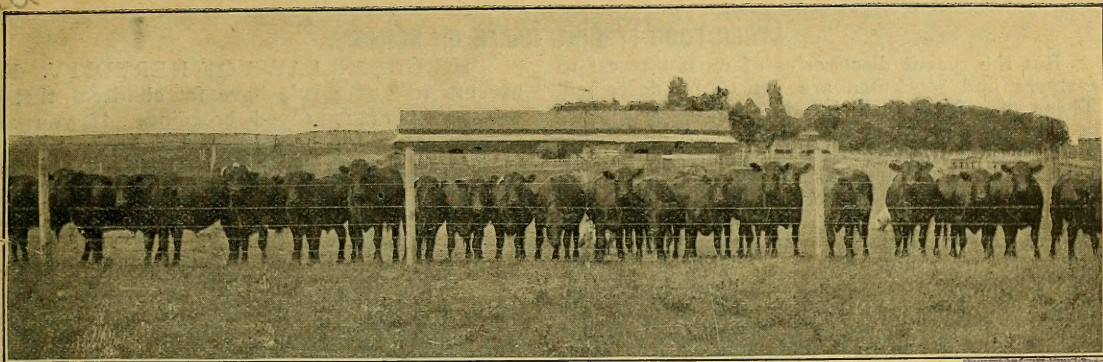
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YOU CAN MAKE MORE MONEY BY FEEDING "GOLD COIN STOCK FOODS" BY 25 TO 50% THAN BY FEEDING WITHOUT THEM. IF YOU ARE USING OTHER STOCK FOODS DISCONTINUE AND USE "GOLD COIN STOCK FOODS" ONLY AND YOU WILL BE DOUBLY SATISFIED.

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· CHICAGO UNION STOCK YARDS ·
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STOCK FOOD FEEDING BASED ON SCIENCE.

**"WHEN NATURE HAS FAILED TO ASSERT HERSELF CAN
SUITABLE MEDICINES BE GIVEN TO THE ANIMAL
IN THE FOOD TO PRODUCE THE DESIRED RESULTS."**

Dr. Harvey, a great London physician, many years ago made the first great discovery in medical science. After a great number of experiments he found "that the blood of all animals circulates through the blood-vessels to all parts and organs of the body." Before this people believed that the arteries were filled with air.

When Dr. Harvey first made this statement he was hooted at, scoffed at, and laughed at. And many believed his mind was unbalanced. It was not until several years later that the truth of his marvelous discovery was proved. It happened in this way: A man being accidentally injured in the streets, his side being torn open the beating of his heart could be plainly seen, also the circulation of blood through all the large veins and arteries. This proved Harvey's theory of the circulation of the blood and he was no longer considered by the people an insane man, but the greatest physician of his time. He holds the honor of making the first great medical discovery.

The establishment of this great truth completely revolutionized the method of treatment of all diseases, then in use. Old theories, long held as facts fell to the ground. And new theories and practices adopted which proved of much greater value, and demonstrated that at last the doctors and scientists were on the right track. As an instance of the curious methods practiced by physicians before Harvey's time: It was believed (by physicians as well as the people) that ground rat's bones were good for cancers and tumors. It was also believed that certain drugs would act only in the full of the moon, and that others would act only in time of the new moon, etc.

The most wonderful discovery came when it was found that medicines, drugs, etc., could be given into the blood and by the blood circulated to the different organs, those organs could be stimulated to intense action, or by using another drug those same organs could be stopped in their action and even paralyzed if desired.

For example, Apomorphia can be injected into the blood, the blood will circulate it to the brain and then to the stomach and cause a violent spell of vomiting. Or, if Morphine (or opium) is taken into the stomach, or injected into the blood, it is circulated to the brain, and causes sleep.

In a like manner a directly opposite effect can be produced by injecting the drug, Strychnine, into the blood, or it can be given by the mouth into the stomach where the stomach gives it up to the blood and is then circulated by the blood to the brain and nerves and every muscle in the body is excited to intense convulsive action.

And thus in certain diseases when the blood becomes poisoned, medicines can be given that will act directly on the blood in such a way as to destroy the disease germs and cure the disease. The facts of this discovery proved "that certain medicines when given into the system will be circulated by the blood to certain given organs producing a certain result." Ever since this discovery medical science has been improving every year. Every year some new and wonderful discoveries are being made. The latest great invention is that of the X-Rays used for the purposes of diagnosis and cure of certain diseases. These great discoveries were all made along the line of medical chemistry for the relief and cure of diseases of man and animals.

It remained for the present age to make the researches, study and discoveries along the lines of agricultural science. If certain medicines could be compounded which would act upon the digestive organs of animals in such a way as to increase the digestion of food eaten, or would act on the blood in such a way as to increase the laying on of fat, or the production of eggs in poultry, would it not be a great step in the advancement of agricultural science, and of great profit to the farmer?

The great questions for the agricultural scientists to solve were: Can animals be given a certain scientific compound which will act on them in such a way as to increase rapid and extensive growth, or increase the action of any particular organ of their bodies? Yes, it can be done, we are doing it every day. Vegetable growers and horticulturists no longer wait for spring, but protected by their hot-houses they grow fruits and vegetables at almost any season of the year, a feat which would have greatly surprised the people of one hundred years ago. Large poultry raisers no longer wait for brood hens to hatch their eggs, they place them in incubators and hatch them at will.

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STOCK FOOD FEEDING BASED ON SCIENCE.

But the recent discoveries of most interest to farmers and stockmen are yet to be described. These discoveries which relate to the Digestive and Fattening Foods and Medicines which when taken into the stomach of animals are circulated by the blood to the different organs of the body and makes them increase the production of fat, muscle and bone.

Take for example the recently discovered scientific product known as GOLD COIN HOG FATTENER. It can be given to a poor, thin, sickly hog, it is immediately taken up by the blood and circulated to the tissues and organs of the body and at once begins to cause a rapid growth of fat. Is that not marvelous? It can be done, impossible as it seems. And is being done every day by up-to-date, progressive farmers all over the world. The Gold Coin Hog Fattener, as well as containing the wonderful ingredient that induced the growth of fat, also contains certain medicines which act on the stomach in such a way as to aid the digestion of all food eaten, thus saving waste of any food. It also contains a blood purifier so as to keep up the health of the hog while being fattened. These scientifically fed hogs make the best meat for eating purposes; become the best breeders, and are in great demand on the markets.

Years of research and study have been spent along the line of agricultural science to provide a means whereby the great losses could be stopped which farmers suffer every year through the indigestion of their animals. This would mean a great saving of feed. If the digestive organs of the animals could be reached through the circulation of the blood in such a way as to superinduce active digestion all waste of food by indigestion would be stopped, thus making a saving of at least 15 to 25 per cent of feed over the old method of feeding. And that has now come to pass. Such discoveries have been made, and all wide awake farmers are taking advantage of it and reaping the benefits. The Gold Coin Fattening Foods supply the long felt want, their great action is on the digestive organs. They stimulate the digestive processes to the highest point and thus stop all waste. They are guaranteed by the Gold Coin Food Company to make a saving of at least 15 to 25 per cent of feed.

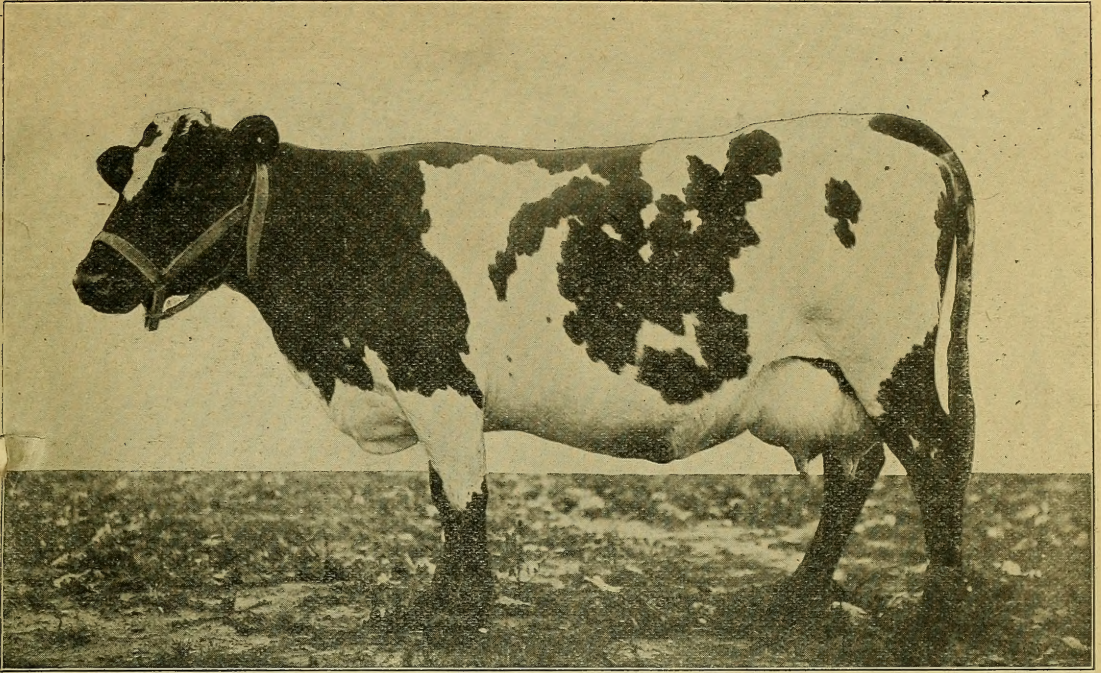
Another great discovery in the agricultural realm is the Gold Coin Cattle Fattener. This wonderful product when given into the stomach of a steer or dry cow is instantly absorbed by the blood, circulated to all the tissues of the body making, and increasing the making of pure, white, healthy fat, at the same time it contains ingredients which increase the growth of flesh and bones, and the volume of blood.

When fed to a milk cow the increased volume of blood, and the increased fat products are turned into milk, most marvelously increasing the quantity of milk and the butter-fat, thus materially increasing the yield from the cow, in many cases almost doubling the yield. These great discoveries are all for the benefit of the farmers, stock raisers and dairymen. And we are pleased to see how rapidly the agricultural people all over the world are taking up the new methods. In fact a farmer who does not use these foods cannot compete with his neighbor who does, because the gain derived from their use is twofold. First, it increases the yield in most cases 25 to 30 per cent, and, Second, because it makes a saving of at least 15 to 25 per cent of feed.

THE GREAT LAWS OF HEREDITY. Fat parents will as a rule have fat children—that is the secret of improved breeding. If you are raising cattle for beef select the beef type, the Herefords, Shorthorns, Angus, Galloway, etc., and their young will inherit the same beef qualities. If you are raising cattle for milk select the milk type, Jerseys, Ayrshires, etc. If you are raising for both milk and beef select the milk strained beef type. For breeders always select such of your herd as perform the functions you expect of them on the least feed, and in all probability their young will inherit the same traits and thus be great money makers for you. The same with chickens. Select your best egg layers if you are raising for eggs.

Great discoveries, too, have been made along the line of poultry raising. A farmer, or any one whether experienced or not, can make great profits in poultry at little cost and little labor by merely using the great new scientific preparation, Gold Coin Poultry Food. This wonderful substance contains all the elements that induce abundant egg production. Some poultry raisers who have used it say it increased their egg production to as high as 50 per cent. It also contains a developing food which rapidly increases the bone and flesh growth of young fowls, thus making the raising of poultry for meat a very profitable business.

The Labors of the Agricultural Scientists Have Surely Been Crowned With Success. The useful chemical compounds discovered by them will leave lasting impression upon the agricultural people of the world for centuries to come. Hundreds of other new and useful discoveries have been made, which we have not attempted to describe in this brief article. But if you are an up-to-date farmer and believe in improved breeding, improved labor-saving machinery, etc., you must easily understand, from what has been said above, how new fat-making and food-saving medicinal compounds can be invented and discovered which will increase digestion, purify the blood and keep the animal up to the highest standard of health, thereby making big profits for the farmer and stock raiser. Every word of the following pages of this book will be intensely interesting to all agricultural people who make any pretense of keeping up-to-date. It tells in full how to use the great new scientific foods and fattening products sold under the name of Gold Coin Foods and Fattening preparations. Every farmer will make more money by feeding them. The new Gold Coin Foods and Fattening products should not be classed with the many so-called Stock Foods and Condition Powders, which have been on the markets for years and long since classed as out-of-date and far inferior to the Gold Coin preparation, simply because they are not based on the new scientific principles of digestion and indigestion, as are the Gold Coin Foods. Read the following pages of this book and you will easily learn the differences. The name "Gold Coin" was selected for these preparations because it was believed it would be easier for everybody to remember than some scientific name, and because "Gold Coin" tells in eight letters the purpose of the foods, namely—to make coin (money) for the agricultural people. Every package of the Gold Coin preparations is guaranteed by the company to make "gold coin" for the farmer. Try it on our guarantee.



An Excellent Type of Pure Bred Ayrshire Cow—Dual Purpose Type.

The Ayrshires are certainly an excellent cow for the general farmer. Mr. J. J. Hill is breeding this type almost exclusively on his immense farm near St. Paul, where all who desire can call and see what excellent general results he is getting with this breed. They are what would be called a dual purpose cow. Easy to fatten when their usefulness as milkers is no longer desired. If you own Ayrshires try Gold Coin Cattle Food on them. It will make extra money for you. Read below.

SPECIAL BREEDS.

Gold Coin Cattle Fattener is applicable to all of the domestic breeds, and while its effect on "scrub" cattle is to bring them to a finish and appearance, and give them a market value above cattle fattened in ordinary ways, it is in the marvelous improving qualities and power of adding perfect "finish" to blooded stock that Gold Coin Cattle Fattener is most highly prized by breeders of cattle.

Cows fed on Gold Coin Cattle Fattener drop calves that are stronger and more vigorous than they would otherwise be, and thus to other profits may be added that of getting large heavy weight calves, doubling your ordinary veal profits.

FOR FATTENING STEERS.

At \$7.50 per hundred Gold Coin Cattle Fattener Food is about half as expensive as most of the stock foods on the market. And it is twice over better, because Gold Coin Cattle Fattener is made especially for cattle and it does the work when "stockfoods" utterly fail. Gold Coin Cattle Fattener is compounded of ingredients that cannot fail to produce fat, because it is prepared especially from known fat producing remedies. It is perfectly harmless. It can even be taken by people. Considering the result obtained it is far the cheapest Cattle Fattener on the market today.

Calves look like butter when fattened on Gold Coin Cattle Fattener, one tablespoonful twice a day in only skim milk and ground feed. You try it. We guarantee it.

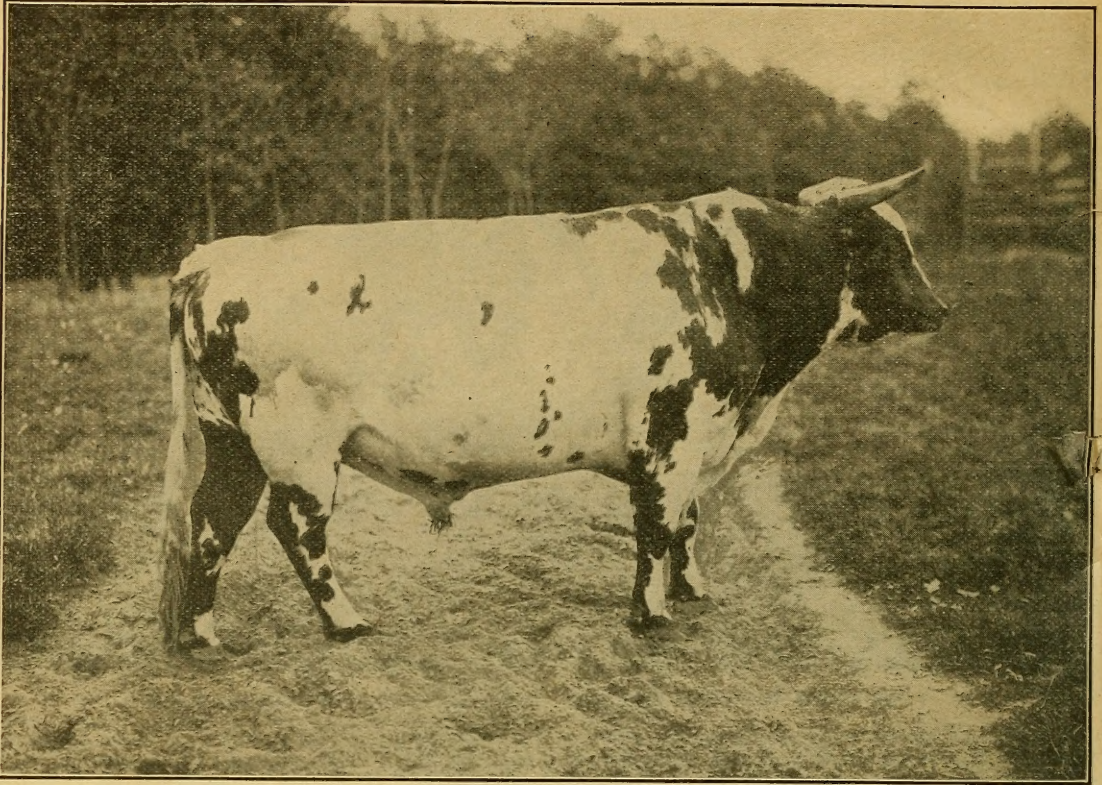
THE AYRSHIRES.

Ayrshires should be selected as nearly pure blood as possible, whether buying for breeding or dairying. See that they have all the gentleness and good constitution of their breed. See that the eye is full and placid; tapering nose and clean nostrils; horns of medium size and fine texture, with an outward and upward turn and set wide apart. Get them with straight or nearly straight back, with long tail on level with it, and with small flat boned, clean cut limbs.

This is superlatively a dairy breed, though they fatten well and fed on Gold Coin Cattle Fattener they "form" very readily and make some of the best of beef with a most desirable mixture of fat and lean. Fed on Gold Coin Cattle Fattener the Ayrshires are eagerly bought on the hoof, and highly prized by consumers.

Their natural productiveness of large quantities of milk, rich in butter and cheese forming elements, is greatly enhanced by the use of Gold Coin Cattle Fattener, and in addition their calves are matured earlier and do well on skimmed milk and Gold Coin Cattle Fattener, thus again helping to turn over more rapidly the money in them.

With such a cow the five or six hundred gallons of milk she gives in a year can easily be increased on Gold Coin Cattle Fattener to seven or eight, or even nine, hundred gallons a year, and the 225 pounds of butter raised to 275 pounds or more.



Pure Bred Ayrshire Bull.

TAINTS IN MILK.

A bitter taste in milk may come from a weed or some herb in the feed. It may come from some derangement or diseased condition in the cows, or it may be caused by some germ in the milk room. Sometimes it requires the very closest examination to discover the real cause. Separate the milk to see if it came from only one cow or the whole herd. If it is due to any derangement in the body of the animal Gold Coin Cattle Fattener will soon correct all disturbances and make the cow well again. It will also increase the flow of milk, and enrich its quality.

6 Feeds for a cent—a 50-pound tub for only \$3.75.

Test it on our guarantee, it will increase your profit 15 to 25 per cent, or it costs you nothing.

STEERS LIKE IT.

It keeps them feeling well—it regulates the stomach and kidneys—sharpens the appetite so they eat up clean all rough fodder and hunt up the waste food and eat it. It makes them fat and sleek, with a fine, glossy coat and excellent finish. Every ounce of food they eat is digested and turned into flesh and fat. Gold Coin Cattle Fattener shortens the period of fattening and saves 15 to 25 per cent of the grain. Try it.

THE GREAT MILK PRODUCER.

Gold Coin Cattle Fattener is guaranteed to increase the flow of milk from 15 to 50 per cent. It is easy to understand how it does it. Every ounce of food the cow eats is digested and turned into fat or milk. It also makes the milk richer,

IT IS NOT HOW MUCH YOU FEED; IT IS HOW MUCH YOUR COWS DIGEST

that makes milk and cream. No matter how liberally you feed your cows, if the feed doesn't contain the ingredients that make increased milk, successful dairying is out of the question. Best give your cows Gold Coin Cattle Fattener and they will be as good milkers and butter makers, even though standing in the stall, as if running in the pasture. Remember the milk and cream your cow gives is what makes your money—therefore, increase the milk flow all you can. We guarantee Gold Coin Cattle Fattener to increase your profits 15 to 25 per cent. Test it on our guarantee. "Gold Coin Cattle Fattener" only costs \$3.75 for a 50-pound tub, or \$2.00 for a 25-pound pail. The greatest fattener or milk producer in the world.

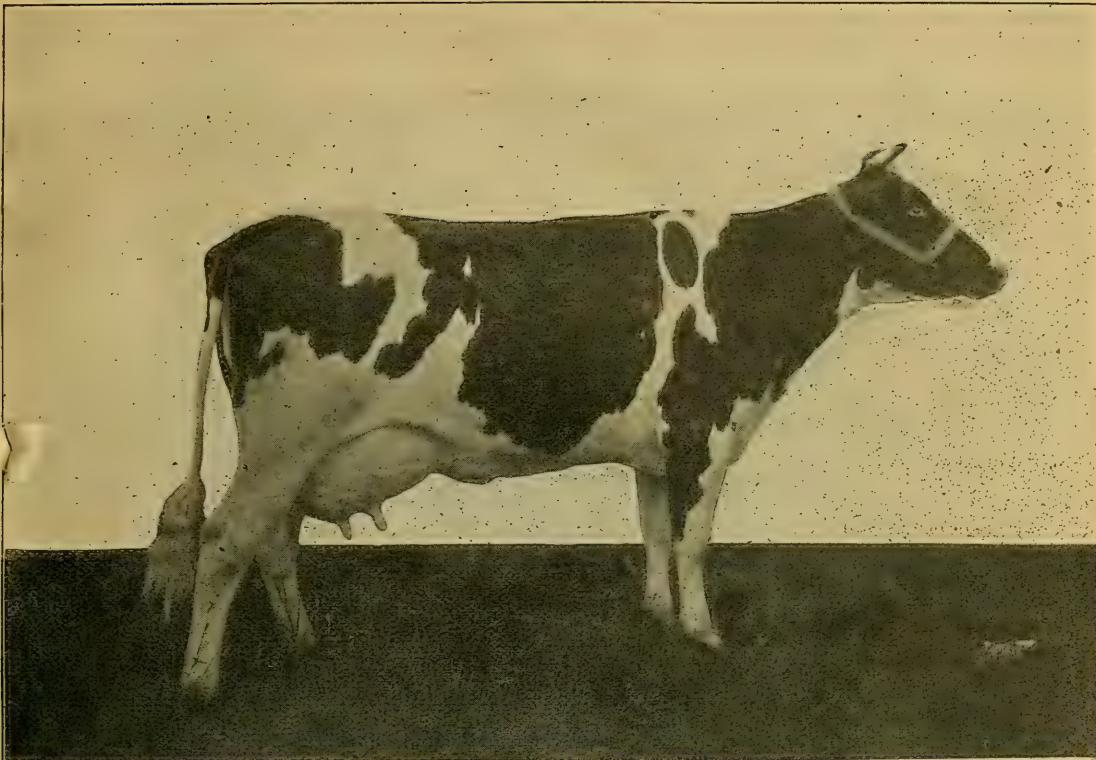
30 to 60 days time is saved in fattening cattle by Gold Coin Cattle Fattener.

Skim milk with a half measureful of Gold Coin Cattle Fattener in it is as good—even better—than fresh milk to make calves grow.

Skim milk and Gold Coin Cattle Fattener makes a healthful drink for calves, it makes them grow better than fresh milk. Put a half measureful in each feed.

IT CURES SICK COWS AND CALVES AND INCREASES THE MILK.

The same quality that gives health and strength gives an increased flow of milk. Gold Coin Cattle Fattener purifies the blood, prevents milk taints and prevents flaws and skin diseases.



First Prize Holstein Cow—(Owned by Mr. John B. Irwin.)

Hoan Marie Mechthilde (53732) won the first prize at the Minnesota State Fair, 1902 and 1903. She is a most excellent specimen of the HOLSTEIN type. Her tests are: Butter, at 2 years of age, 14 lbs., 14 ozs., in 7 days; 522 6-100 in 12 mos. Milk, 12,594 $\frac{1}{4}$ lbs. in one year. She is owned by Mr. John B. Irwin, and is a good representative of his celebrated herd of Holsteins. Mr. Irwin is using Gold Coin Cattle Food. It is certainly the greatest Cattle Food ever invented. It is guaranteed to make extra money for you. Write for some.

HOLSTEIN-FRIESIANS CATTLE.

We now come to an entirely different breed of cattle. The Holstein-Friesians were a pure breed of cattle herded by ancient barbarians on the Teutonic hills, and prized as the greatest riches of a once nomadic people. As early as 1625 these cattle were sent to America and long before that these great Holland Dutch cattle attained the same characteristics which mark them today. It is the oldest breed known. It is in this breed that Gold Coin Cattle Fattener proves of the greatest value. In their native surrounding these cattle find growing wild the herbs and roots nature designed to keep them in a healthy state. Gold Coin Cattle Fattener furnishes just these elements, and to the importer and breeder many disappointments must come when his stock stays poor and thin in spite of careful feeding. Gold Coin Cattle Fattener obviates all this difficulty and makes it possible to keep these cattle in their natural state of health and fatten them easily and quickly. These remarks apply to fresh importations of cattle of any breed.

The Holsteins are famous both as beef and dairy cattle. They have good digestive powers and when not using nutrition for milk, fatten nicely for the shambles. Try Gold Coin Cattle Fattener on your Holsteins. The improvement will surprise you—it saves twenty per cent of the feed, and keeps them free from disease.

In buying Holsteins, get the color black with

white patches; short neck; ears well back and projecting; full dark limpid eye; short fine horns; broad hips; straight back; flat over shoulders; long narrow head; long tail well haired at the tip and strong straight legs. With a good herd of this breed fed with Gold Coin Cattle Fattener, any dairyman can make barrels of money, as well as have the finest looking herd obtainable.

\$200.00 IN CASH PRIZES. TO FARMERS AND STOCKMEN FOR PHOTOGRAPHS OF STOCK AND POULTRY.

If you happen to have a particularly fine looking animal or fowl of any breed, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of Poultry—will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On back of the photos give breed, weight, age and other information bearing upon the case. State whether or not animals or fowls were fed Gold Coin Stock Food. Send all photos to

GOLD COIN STOCKFOOD CO.,
Union Stock Yards, Chicago, U. S. A.



Pure Bred Holstein Bull.

The above picture shows Kean Jewel of Woodlake Farm (28725). He won 1st prize at the Minnesota State Fairs of 1901, 1902 and 1903. He is owned by J. B. Irwin, of Minneapolis, Minn. As a perfect type of pure bred Holstein none better can be found. Mr. Irwin is feeding Gold Coin Cattle Food. If you own Holsteins you should use it, too. It is a money-maker for the farmer and dairyman. Anyone wishing to purchase pure bred Holstein-Friesian Cattle will do well to correspond with Mr. Irwin. His cattle are well worth the money.

DEVON CATTLE.

Great Britain has produced no better breed than this for oxen. They surpass any other breed. They are built for work, with powerful shoulders, back and leg muscles. They are quick on their feet, active, docile, intelligent and easily broken. At the same time their flesh has a richness and flavor that cannot be matched by any other beef in the world. They are handsome animals to look upon, and for this reason, are a favorite exhibition at fairs. Gold Coin Cattle Fattener puts gloss on the coat, a fire of vigor and health into these cattle, that makes them blue ribbon winners every time. They are as fat as the fattest under Gold Coin Cattle Fattener, but it is not mere fat that judges decide upon in weighing the merits of contesting exhibits. Gold Coin Cattle Fattener adds those qualities to exhibition stock that makes them prize winners in every instance, providing the cattle are of the exhibition class to start with. In fattening for show don't fail to feed Gold Coin Cattle Fattener.

In buying Devons you make no mistake if you want a good beef producer. Feed them regularly on Gold Coin Cattle Fattener and you will raise the very finest beef in the world.

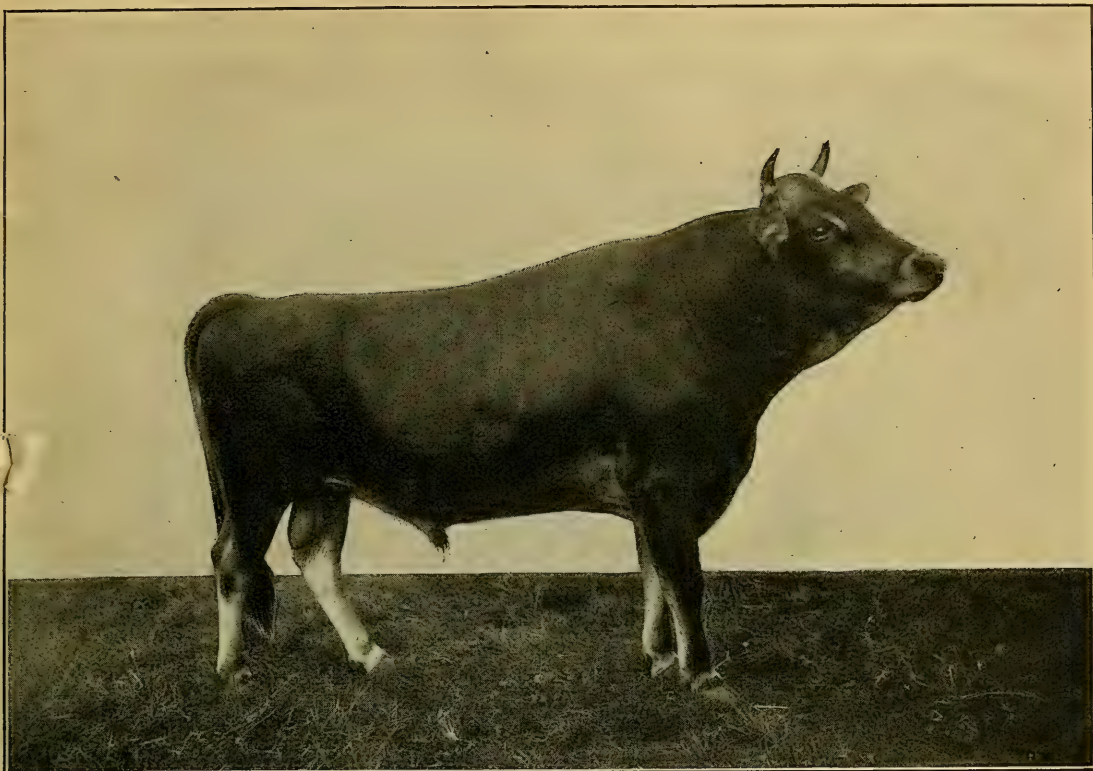
Here is your chance to make 15 to 25 per cent on your stock. If Gold Coin Cattle Fattener fails to bring you paying results it won't cost you a cent. We want you to try it.

WEST HIGHLAND CATTLE.

The West Highland cattle are of Scottish origin, and come from the Western Highlands. Few have been imported into America, because of their small size and rough, shaggy coats. They are, however, hardy and fed on Gold Coin Cattle Fattener, some very good results have been secured with them both in the dairy and for beef. Like our own wild Texan cattle and most other wild breeds, they have very long, sharp horns, and an uncertain temper.

DON'T CLASS OUR FOODS.

Don't class our "Foods" with the many inferior preparations now on the market. Ours is composed entirely of high-grade ingredients. It is blended and compounded under the direct supervision of an expert agricultural chemist. Cattle raisers repeatedly report that our "Food" succeeds where others fail. We can easily understand this because we have analyzed every Stock Food on the Market and find that none of them contain the valuable ingredients that ours does. The remarkable success of Gold Coin Cattle Fattener is due to the fact that we have spared no expense in making this the leading Cattle Food for Cattle. We take pride in hearing that it succeeds where others fail, and that Cattle raisers, too, are restocking with Gold Coin Cattle Fattener in place of other brands, and are getting much more profitable results.



First Prize Jersey Bull.

The above picture is of Fontains Eminent (58225), the prize winner Jersey of the Minnesota State Fair, 1903. He is owned by Mr. Rolla Oliver, Dearborne, Mo. As a perfect type of Jersey Bull this is an excellent specimen. Mr. Oliver is a user of Gold Coin Cattle Food. If you have Jerseys you should use it, too. It will increase the production of milk and butter-fats, and make you 15 to 25 per cent extra profits. Try it. All who are looking for an opportunity to buy pure bred Jersey cattle will find Mr. Oliver's among the very finest, and well worth the price.

JERSEY CATTLE.

These are the most noted of the breeds from the three islands of Jersey, Guernsey, and Alderney which are off the French coast in the British Channel. On their native coast these breeds have been slowly developed through centuries and are kept pure in blood and never crossed by any other breed, though when imported into America all three breeds have been crossed with improvements in certain desired directions in special cases. However, it is the pure bred cattle that are famous and sought after and any crossing done is usually preferred to be done by fanciers for purposes of their own, and it must be confessed in most cases without particularly brilliant results. Jerseys are still desirable as Jerseys, for the qualities that made them famous. Certainly there is no prettier animal anywhere than a pure bred Jersey fattened on Gold Coin Cattle Fattener. Robust in health, fat as can profitably be made; with small aristocratic head and gentle mild eyes; face charming in its winsomeness; horns short, curving slightly inward; sensitiveness shown in skin wrinkling to slight touch and lively ears with fine silky hairs, she is a picture good to look upon.

The pure bred Jersey has a peculiar fawn color, and when giving milk looks almost emaciated, as though all the animal forces were given up to feeding and filling the enormous udder.

This spareness is not a sign of bad health in a Jersey, and her slightly depressed back, high rump and tail, flat ribs and small limbs give her the appearance of being what she really is—an ideal cow developed in this special direction at the expense of all other qualities.

The famous richness and quantity of Jersey milk is greatly increased by Gold Coin Cattle Fattener and this food places the Jersey beyond all dispute at the top as the greatest butter producer in the world. Gold Coin Cattle Fattener saves grain and feed.

ALDERNEYS.

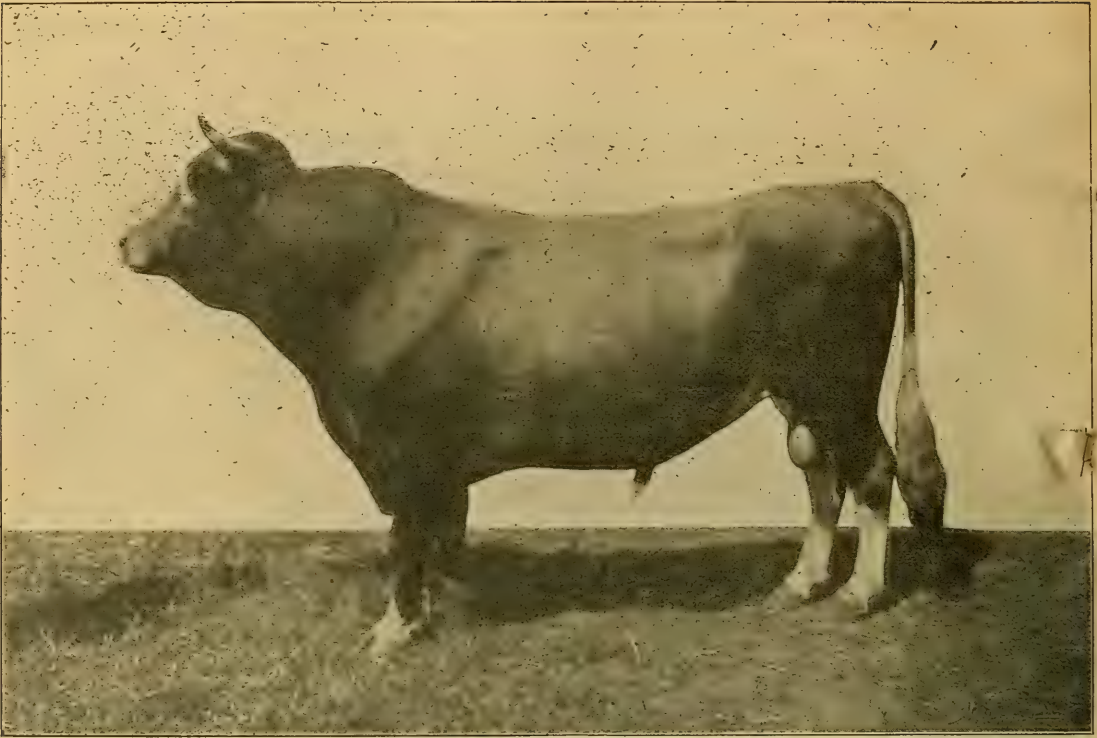
The Alderneys are smaller and more delicately formed than the Jerseys. These two breeds are very much alike, however, both being emphatically butter producers, though surpassed as cheese makers by some other breeds. The Alderneys take kindly to Gold Coin Cattle Fattener as do Jerseys and show the same remarkable increase both in quality and quantity of milk.

You certainly will use Gold Coin Cattle Fattener if it will make money for you. If it don't make money for you it won't cost you a cent. Test it, and increase your profits.

GOLD COIN WORM POWDER

Expels All Worms

And makes the stomach strong and healthy.



A Prize Winning Guernsey Bull.

GUERNSEY CATTLE.

This breed has replaced the Jerseys in the hearts of many fanciers. They are larger framed and give more milk. Though naturally the milk is not as rich as Jersey milk. A Guernsey cow fed on Gold Coin Cattle Fattener will compare favorably with any Jersey in the richness and butter-making qualities of her milk. Guernseys are famous for being easily fattened off for beef after their usefulness for the dairy is over. The rivalry between Jersey, Alderney and Guernsey cows is fought with heat by various breeders, but any of them fed on Gold Coin Cattle Fattener will gain a quick advantage both in quantity of milk and butter, over all other breeds not fed on Gold Coin Cattle Fattener. This has been tested. The characteristics of these cattle are too well known to need rehearsal in this place.

A RELIABLE MILK PRODUCER.

Dairymen use Gold Coin Cattle Fattener by the thousands of pounds and they say it cannot be equaled by any other article on the market. It increases the flow of milk in such a large quantity that they make big increase in profits.

The largest dairies are often made up only of individual cows, and to be a success every cow should show a clean net profit. One unprofitable cow will take the profit of five paying cows. Every cow can be made a payer. If you will use Gold Coin Cattle Fattener on her she will have to digest all she eats and turn it into milk.

GOLD COIN CATTLE FATTENER.

Makes cows give more and richer milk. Only costs SIX FEEDS FOR ONE CENT. Try it.

WHEN PASTURE FAILS.

Cows give less milk, the flavor and richness is impaired, you get less butter—and your profit for the season is gone. This need not be, Gold Coin Cattle Fattener is manufactured for the special purpose of supplying to animals what nature gives them in pasture. Feed it to your milk cows—we guarantee it to increase your profit 15 to 25 per cent—or your money refunded. Can you afford to throw away an offer as fair as that?

COWS GIVE MORE AND RICHER MILK.

If fed on Gold Coin Cattle Fattener. You must remember that milk cows, like all other animals and people, need something once in a while for the stomach and to purify the blood—Gold Coin Cattle Fattener is guaranteed to bring you paying results.

CALVES NEED CAREFUL FEEDING.

Otherwise scours may set in—then weakness follows—the calf gets thin, and requires 2 or 3 extra weeks of feeding—and you have lost just that much money. Start all your calves on Gold Coin Cattle Fattener from birth (after the third day) and you will have no such trouble.

15 to 25 per cent increase in milk yield is guaranteed if Gold Coin Cattle Fattener is used according to directions.

GOLD COIN CATTLE FATTENER.

In full doses costs you only about a half a cent a day. Try it on calves you are preparing for market. We know it will keep them free from scours and indigestion and saves you from one to two weeks of feeding.



Guernsey Cow—1st Prize, Minnesota State Fair.

On many farms the Guernsey Cattle are displacing the Jersey. It is a larger animal, and when its usefulness as a milker is passed will accordingly bring more weight when fattened. If you are a breeder of pure bred Guernseys or Grade Guernseys we can conscientiously advise you to begin the use of "Gold Coin Cattle Food" at once, it will surely make extra money for you in increased production of milk and saving of feed.

COW MONEY.

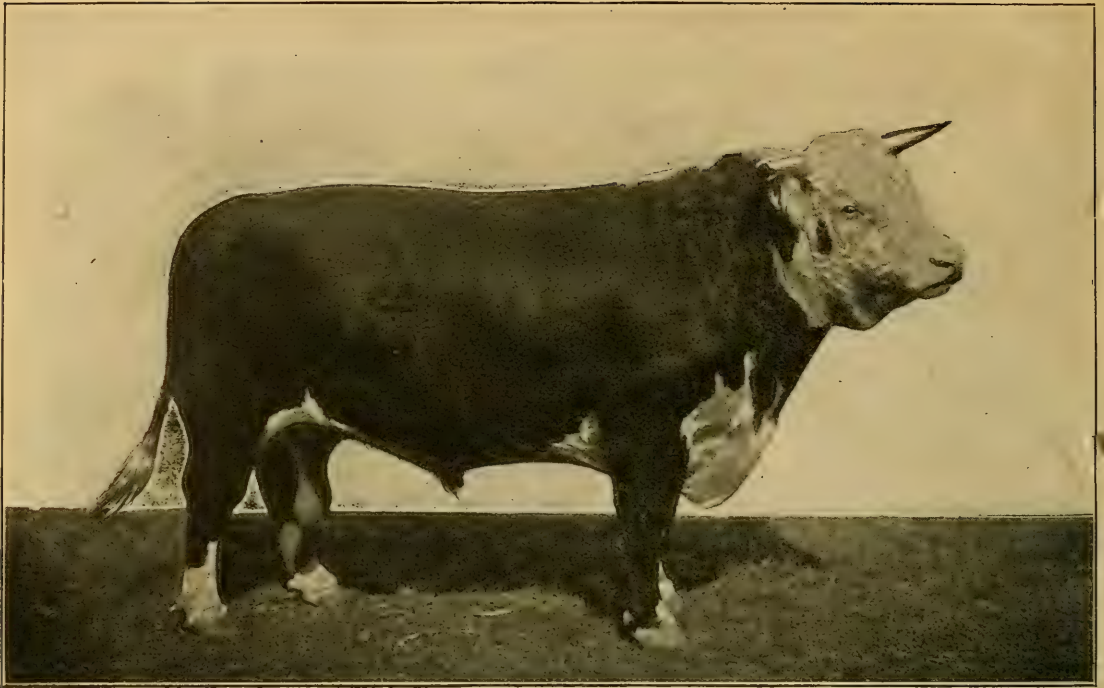
Money comes from cows in greater quantities than most people think. But to make the most out of a cow she must be properly fed—and it is as easy to feed properly in these advanced days of science, when you can simply put a little concentrated powdered food in an animal's feed and almost double your profits. The scientific food here referred to is "Gold Coin Cattle Fattener." The easiest money comes from the cow in the form of milk. Second, in the form of butter and cheese made from the milk. Third, the veal from the calves raised from the cow each year, and fourth, the fattening and sale of the cow herself when her usefulness as a milker is gone. Gold Coin Cattle Fattener does wonders in improving the milk—it keeps it free from disease and taint, its health-giving ingredients impart to the milk a vigorous strengthening quality which makes it excellent for people and especially children. Small children, like little calves, raised on Gold Coin Cattle Fattener milk, gain in strength and vitality where they would fail on other milk. For this reason Gold Coin Cattle Fattener milk is in great demand in certain localities. Babies fed this milk gather strength and health, rosy cheeks and solid muscles—where on the other hand tainted, diseased, or tubercular milk might have injured their constitutions with sickness and sometimes even death following. Don't take such chances. Feed at least one cow Gold Coin Cattle Fattener and get healthy milk for your own children so they will gather greater constitutional strength and

be better able to ward off diseases, but better still, feed it to all your cattle and give everybody better milk—it will increase the value of your milk and make handsome profits in the long run. Gold Coin Cattle Fattener purifies the blood, tones up the digestive system, removes all taint and imparts to the milk a richness in nourishing and health giving qualities that makes it a most perfect food. Fed to calves this milk makes them grow fast, keeps them healthy, strong and vigorous, free from scours and matures them for market long in advance of others. Milk is an important article of diet, is always in demand if of good quality and always profitable.

If you deliver your milk to a creamery you can make no better investment than to feed all your milk cows well on Gold Coin Cattle Fattener, as it increases the richness and quantity to such a profitable extent. We guarantee it to greatly increase your earnings—give it a fair trial. We are sure you will find it especially profitable. Give it a test on our SPOT CASH GUARANTEE. If you have never used it before write us direct. Special low prices when ordered in bulk.

COWS IN THE STALL GIVE AS GOOD AND AS MUCH MILK AS IN PASTURE.

Feed your milch-cows Gold Coin Cattle Fattener regularly three times a day according to directions—give them plenty of water to drink and your cows will surprise you, even when standing in the barn. Prove this to your own satisfaction by testing it on a certain number of cows. We guarantee it to bring you paying results.



Hereford Bull—Good Beef Type.

The great pure bred Hereford Bull, Bean Donald 5th (86142), owned by O. Harris, Harris, Mo., won the first prize at the Minnesota State Fair, 1903. He is a beautiful and wonderful animal; kind, gentle and yet grand and imposing as he moves his massive body with slow, measured steps. He is a great favorite with Mr. Harris. It is no wonder Mr. Harris is so proud of his Hereford herd. Mr. Harris feeds Gold Coin Cattle Fattener. If you want to make extra profits you should feed it too.

HEREFORD CATTLE.

In Judging Herefords the same scale of points is followed as that used in judging Short Horns. Their beef is of better quality than most breeds. In the West and Southwest, Herefords are fast becoming very popular. Their very gentle disposition makes them easy to handle. Great herds are now grazing on the plains and in the mountain valleys where once the buffalo roamed. The Herefords and Short Horns raised in the West are fast becoming an important feature in the great meat packing interests of Chicago, Kansas City and Omaha. In fattening your Herefords for the market don't neglect to use Gold Coin Cattle Fattener, it will positively add from 10 to 15 per cent to what the weight would otherwise be and easily 20 per cent to the actual investment considering the money value of the animal.

In buying Herefords get a broad forehead, with wide set, mild large eyes, although the head should not be large; long, flat neck; broad, deep chest; flat, straight back, broad over the hips and shoulders and not too sloping; broad flat ribs; spreading horns; round, thick body; long, high tail; and of mild disposition.

BEFORE CALVING TIME ALWAYS FEED

Gold Coin Cattle Fattener. It prevents "slinking" of calves, thus often saving the life of a valuable cow, as well as the calf. It also cures scours, bladder and kidney diseases, bloody milk, pneumonia, and all cow diseases. Test it on our guarantee.

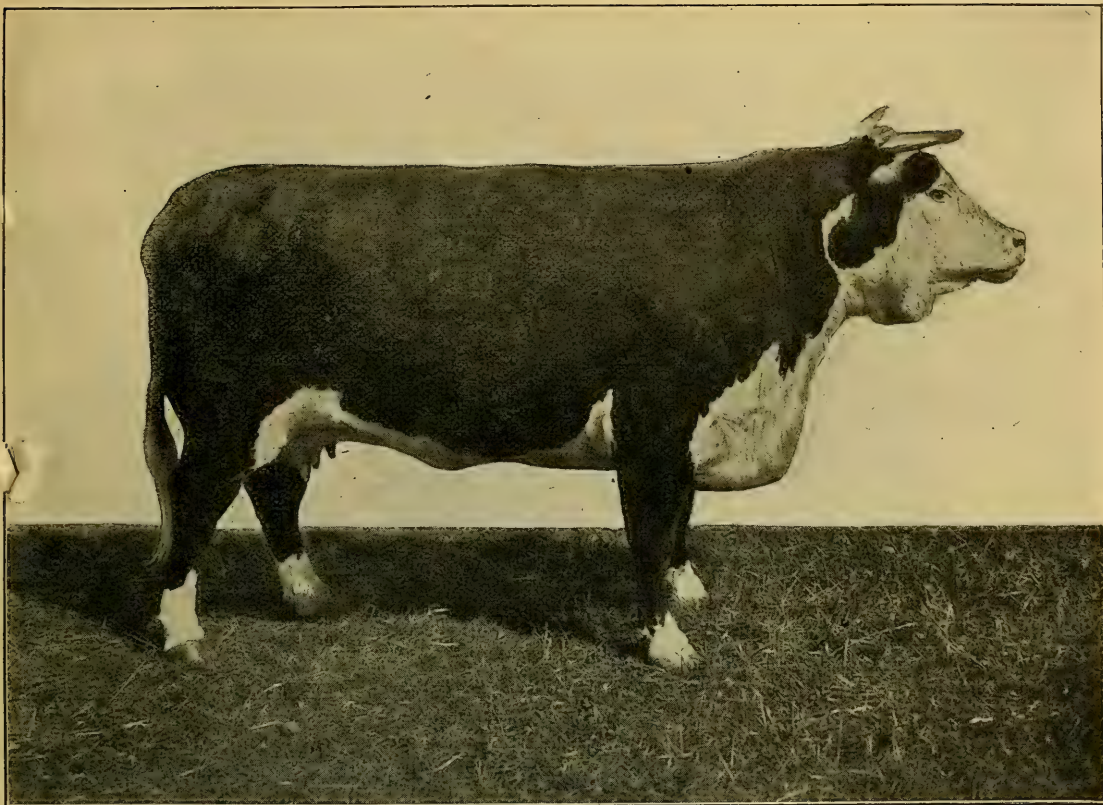
THE PURITY OF GOLD COIN FOOD. \$5,000.

\$5,000.00 and the cost of chemical analysis will be given to anyone if Gold Coin Cattle Fattener contains any poisonous or injurious ingredient of any kind. We absolutely guarantee that it contains no strychnine, arsenic, salt peter, antimony, rosin, or opium. It is absolutely harmless; its ingredients are medical vegetable compounds that increase nutrition, stimulate the appetite, regulate the heart action, give better digestion and assimilation, purify the blood, keep the water clear and kidneys strong, the bowels free, the blood cool and in healthy condition, thus toning up the entire animal, so that more nutrition is obtained from the food eaten. It is simply without equal for cattle or sheep in breeding, growing, fattening, working or milking. Get a package of Gold Coin Cattle Fattener and use it according to directions, and if it doesn't come up to every claim, your money is refunded.

IT MAKES YOUR CATTLE EAT UP ALL THE ROUGH FODDER.

Gold Coin Cattle Fattener sharpens the appetite, so that your cattle and cows will eat all you give them and hunt for more—thus cleaning up all the rough fodder, making profit out of it for you, when otherwise you let it go to waste. We guarantee it to bring you 15 to 25 per cent more profit.

Gold Coin Cattle Fattener keeps your cattle well and looking fine all winter.



Pure Bred Hereford Cow.

Iva 2nd (97455), owned by Mr. O. Harris, Harris, Mo., is a first prize winner at the Minnesota State Fair, 1903. She is a most perfect type of the Hereford breed. None better can be found. Her round, well-filled loins shows where her value comes in as a beef animal. Herefords are distinctly of the beef type. If you raise Herefords you will learn that extra money can be made out of them by the regular use of Gold Coin Cattle Fattener. Mr. Harris uses it. Those wishing to buy pure bred Herefords will do well to correspond with Mr. Harris. His prices are right.

YOUR BEEF YIELD.

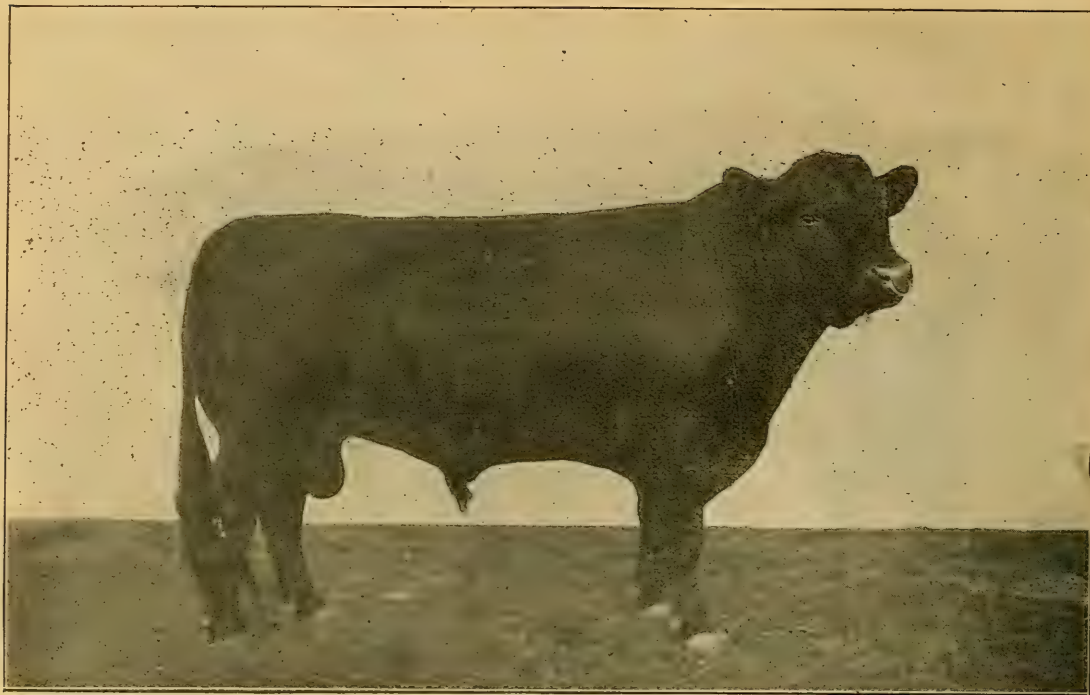
Every pound of beef on a cow or steer has to grow there through the natural laws of digestion of feed, and turning it into bone and flesh. The quicker you can do this, the tenderer the beef will be. That is why Gold Coin Cattle Fattener fed cattle are always famous in their district. Gold Coin Cattle Fattener promotes digestion and makes fat. If cattle are fed a measureful of the fattener twice a day, along with the regular feed, the extra fat is distributed through the flesh, making it nice and tender and sweet.

It has come to that point in fattening stock nowadays that the farmer who does not use a scientific fattener cannot compete with his intelligent neighbor who does. The people, the consumers, want scientifically fed beef. It tastes better. It is more tender. It is fattened quicker. And don't you see that quick fattening is what you want, yourself, Mr. Farmer? It saves you that feed. We guarantee Gold Coin Cattle Fattener to fatten cattle in the shortest time and make you an actual saving of 15 to 25 per cent in absolute increase in profit. We only ask you to test Gold Coin Cattle Fattener on its merit as a money maker for you. If it fails to bring you paying results, it won't cost you a penny. The price will be refunded. Isn't that the fairest prop-

osition you ever had offered you? We know from our practical experience that Gold Coin Cattle Fattener can and will increase your gain 15 to 25 per cent if you will test it fairly. If you have never used it, write to us and give it a test on our guarantee. If you are a stock-raiser, you cannot afford to feed the old way, when wide-awake and live men are feeding on 15 to 25 per cent less expense and time than you are.

THE QUICKER YOU FATTEN, THE TENDERER THE MEAT.

Meat producers are always striving to grow and fatten in the shortest time possible, not only because it saves feed and labor, but because the meat is so much more tender and sweet. Agricultural science is working along these lines. Gold Coin Cattle Fattener brings great results. The largest meat producers in the United States make the strongest claims for its wonderful fat producing power. Animals don't eat with any more forethought than people. Their digestion in ordinary condition, is rarely or never up to its highest standard. To get the best results in growth and fattening, all that is needed is perfect, thorough digestion. The healthiest animal puts on fat the easiest.



Galloway Bull—Beef Type.

THE GALLOWAYS.

As beef cattle they are very good, they relish Gold Coin Cattle Fattener, and produce a fine quality of beef. They are very hardy; mild disposition; good breeders. Their milk is rich, and is greatly increased in richness by the use of Gold Coin Cattle Fattener, which turns fat into milk during the milking period. The Polled cattle of Galloway, Scotland, are principally beef cattle, they are pure bred, have immense proportions, ribs and body round and full, back straight, broad and level, head large, small eyes, large ears, loose skin and color black. By many they are considered the ideal beef cattle. Test Gold Coin Cattle Fattener and if it doesn't save you 15 to 25 per cent of grain and nearly double the profits from Galloways, we hereby agree to refund the price.

USE IT FOR CALVES. IT WILL SAVE YOU MONEY.

Mix a half measureful of Gold Coin Cattle Fattener in skim milk for the first week—then give a full measureful in a slop of skim milk and shorts—and your calf will grow so fast you will be surprised.

MONEY MAKING FARMERS.

Report that they wouldn't feed a single day without Gold Coin Cattle Fattener Food. It increases the size of the beef—it keeps them healthy so you lose none by death—it gives them a fine, glossy, rounded finish. It saves grain—it shortens the fattening period—and is guaranteed to bring you paying results or refund your money—aren't those the principal points a money-making farmer is looking for? Write us for special prices on Gold Coin Cattle Fattener by the bulk.

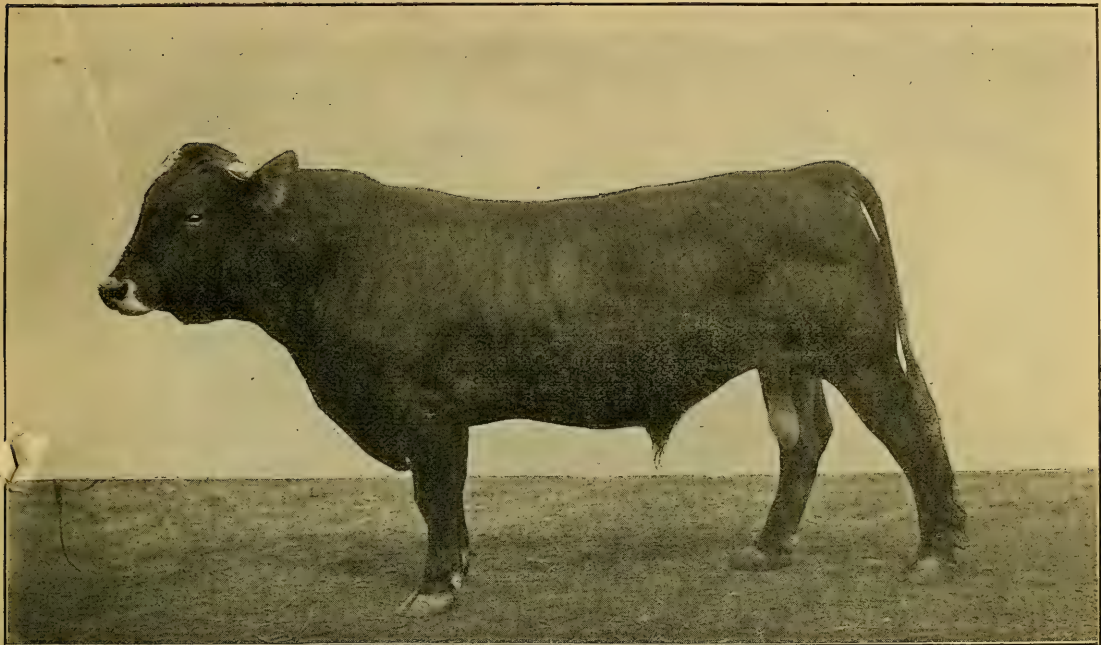
TEXAS CATTLE.

In this country the Texas steer cuts a very large figure. Thousands upon thousands are annually shipped to our large packing centers and prepared for consumption. Ranchmen who have begun the use of Gold Coin Cattle Fattener do not cease praising its great value in getting their steers ready for market. It keeps them in condition to stand a long journey without "shrinkage" and adds 25 per cent or more to the profits. Some ranchmen claim it makes them 50 per cent gain. Try it on your ranch.



A Texas Steer.

In buying Texas cattle you will have no difficulty in recognizing the gaunt bodies; the wide, long, sharp horns; long muscular legs, and wild eyes. In color they are dun, yellow, and black with crosses, showing spots and mixtures of these colors with white.



Brown Swiss Bull, Orbe Boy (1177.)

This excellent Brown Swiss Bull won the first prize at the Minnesota State Fair, 1903. He is a beauty, and a perfect type of the pure bred Brown Swiss Cattle. Messrs. F. A. Squires & Son, Blue Earth, Minn., are his owners. The Messrs. Squires feed Gold Coin Cattle Fattener. It is surely a gold coiner for the farmers. Any who are contemplating buying Swiss Cattle should write Mr. Squires. His cattle are well worth his prices.

SWISS CATTLE.

Gold Coin Cattle Fattener has been found to be the very best medium in acclimating these animals. Few have been imported. They are mouse colored; good milkers; make good beef, and are easily and quickly fattened. Gold Coin Cattle Fattener will make them hardy and good breeders and make an investment in them a paying one that otherwise might be doubtful. They are a very excellent breed to own and will pay further breeding than they have, as yet, had.

Thousands of cows are unprofitable for the simple need of something to increase their digestion and stimulate the action of their milk forming apparatus. Gold Coin Cattle Fattener contains the elements which stimulate milk production.

Money saved is money made—feed saved by using Gold Coin Cattle Fattener is money in your pocket.

CALVES YOU ARE FATTENING.

Need Gold Coin Cattle Fattener. They need it to regulate the stomach and bladder and prevent scours. It does it to perfection, and gives you a nice, round sleek calf ready for market with good weight and profit for you. Costs less than a half a cent a day.

IT PAYS DAIRYMEN.

In feeding milk cows Gold Coin Cattle Fattener you are increasing your regular profit 15 to 25 per cent above what you usually make. Because it not only increases the FLOW of milk but it enriches its quality. It gives skim milk almost the same qualities as fresh milk—leaving the dairyman a much larger yield of cream.

SELECTING DAIRY COWS.

Most Dairymen of Experience Follow These Rules:

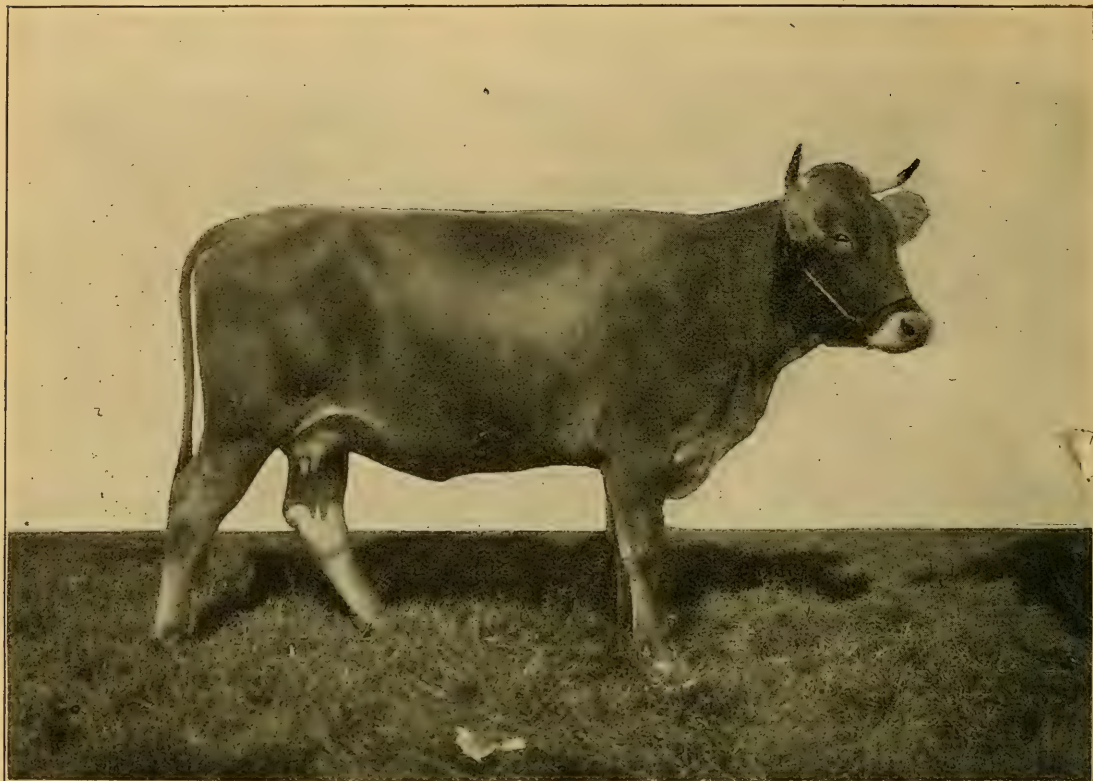
1. If large quantity of milk is wanted—suitable for making cheese, select the Holstein-Friesian breed.
2. If large quantity of milk is wanted—suitable for making butter, select the Ayrshire cow.
3. If rich milk is wanted, regardless of quantity, select the Jersey.

AS FAIR AS ANY MAN COULD ASK.

Gold Coin Cattle Fattener is guaranteed to bring paying results. If it fails it won't cost you a cent, the price will be refunded. A fairer proposition could not even be asked for. We want to be fair. We know from practical experience as stockmen that Gold Coin Cattle Fattener contains the ingredients that stimulate and create fat production, and we want every stock raiser to save 15 to 50 per cent if he can. That is what we are selling this New Fattener for. Feed a measureful to each animal once a day and it is guaranteed to prevent diseases and through its power as a bone and flesh producer, makes growth to fatten in three-quarters the usual time. Write to us and find out about it.

IT PREVENTS CONSUMPTION.

Tuberculosis in cows is the same as consumption in people. It is from the start a wasting disease. Keep your cattle's stomach, bowels, liver and kidneys active, feed them regularly with Gold Coin Cattle Fattener in their food and they won't have tuberculosis.



Pure Bred Swiss Cow—(owned by Mr. W. H. Ayers.)

The above picture is a most perfect type of Brown Swiss cow—"Cuma" (2198) won first prize at the Minnesota State Fair, 1903. She is owned by Mr. W. H. Ayers, Honey Creek, Wis. She is a picture of beauty and a good representative of Mr. Ayers' herd of Swiss cattle. Anyone desiring to purchase Swiss cattle will do well to write to Mr. Ayers, his cattle are well worth what he asks for them. Mr. Ayers uses Gold Coin Cattle Food, and also Gold Coin Hog Fattener for his hogs. The Gold Coin Stock Foods are money makers for all who use them.

A cow's ration is incomplete without Gold Coin Cattle Fattener. It makes cows give more milk. It is a great deal cheaper to use Gold Coin Cattle Fattener at \$7.50 per 100 pounds than other foods at \$5 per 100 pounds. Because we have the special medicinal properties in it that make our small doses give greater paying results.

6—FEEDS—FOR—ONE—CENT.

"CAN I AFFORD TO FEED IT?"

It isn't a question whether you can afford to run Gold Coin Cattle Fattener, but it is a great question whether you can be a money making farmer and not feed it. Other wide awake farmers and stockmen are using it. **ARE YOU SLOW?**

RAISING CALVES FOR MARKET.

Then beware of scours. It causes the food to run through them undigested, giving them no nourishment, hence, but little fat and little weight. Put your calves on Gold Coin Cattle Fattener, a half measureful for each calf, in milk. It sweetens the stomach, aids digestion, makes their food count, giving you large, sleek calves, with fine finish—money for you.

MILK! MILK! MILK!

Gold Coin Cattle Fattener makes cows give more milk because it increases the volume of blood and turns the food that would otherwise pass through or become fat, into milk of a delightfully fresh and healthy quality. Feed it liberally to your milk cows if you want more milk.

"GOLD COIN GERM KILLER."

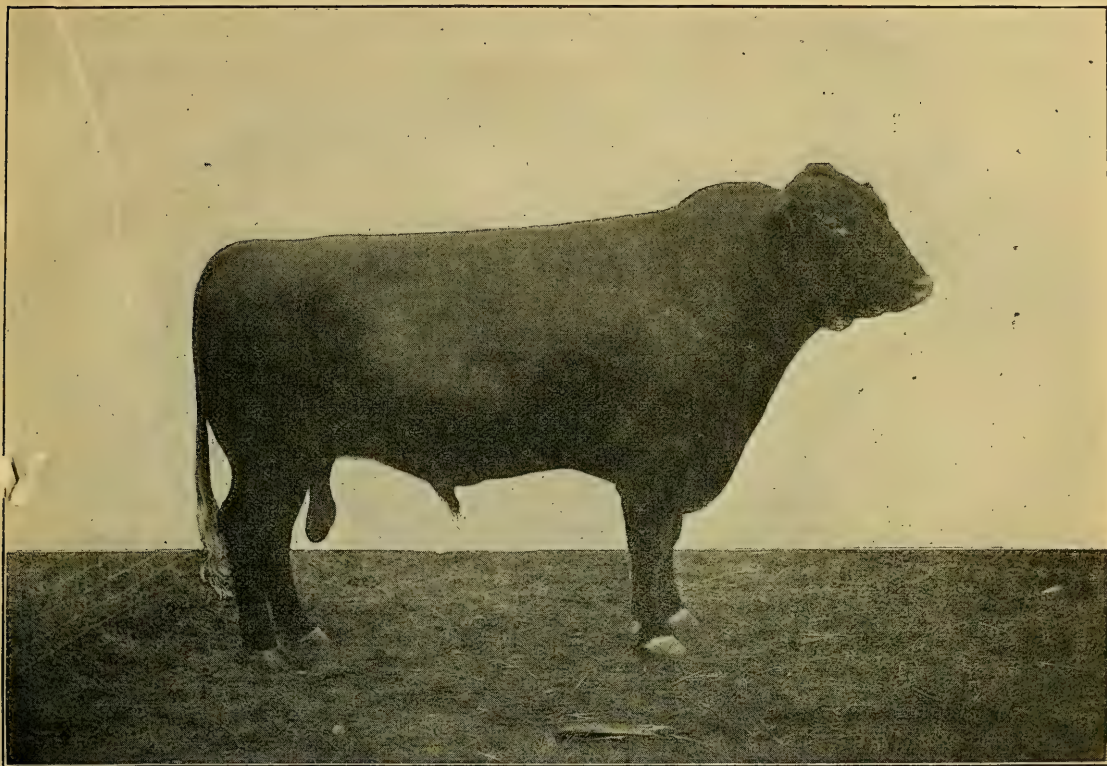
The strongest and safest disinfectant made. It is not only disinfectant but antiseptic, germicidal, and a good deodorizer and insecticide—kills all germs and insects. Costs only one cent a gallon—you need a good disease germ destroyer like this around your place all the time. It saves life and money.

IT MAKES YOU MAKE MONEY.

You can't feed it to an animal without it clearing you a profit of from 15 to 25 per cent in the form of milk, butter, veal or beef. Gold Coin Cattle Fattener is sold on a cash guarantee to give you paying results all the time.

COSTS LESS THAN HALF A CENT A DAY.

For calves you give only a half measureful each. They need it to aid digestion, so they will grow up and fatten quickly.



Pure Bred Red Poll Bull.

This magnificent animal, Falstaff (8125), is the property of J. H. Crowder & Sons, Bethany, Ill. He is a perfect type of the Red Poll breed. Falstaff was the 1st prize winner at the Minnesota State Fair, 1903, and at the Fat Stock Show, Chicago, 1902. As general purpose cattle, these are an excellent type. Mr. Crowder feeds Gold Coin Cattle Fattener. Do you? I not, you should get in line at once and become an extra money maker, by the saving of feed and the increased fat and milk production. Try it. Any one desirous of investing in Red Polled Cattle should write Mr. Crowder. His cattle are worth the price asked.

RED POLLED CATTLE.

Take a Devon cow and dehorn it and if it happens to be red you will have a very good picture of a Red Polled cow. Gold Coin Cattle Fattener works as good results in this breed as in Devons. The quality and quantity of milk is fair in this breed, but on Gold Coin Cattle Fattener, these cattle become some of the best paying dairy cattle we have. They are also valuable for beef and, indeed, it is a breed better, according to some, than any other for a general purpose animal, being valuable for both beef and dairy purposes. Under the use of Gold Coin Cattle Fattener Red Polled cattle mature much earlier than common. Thus you may judge of the actual profit such an advantage of time may give. The small amount of the cost of the Gold Coin Cattle Fattener could not possibly enter into consideration in figuring between marketing a herd now and a year from now.

In buying Red Polled cattle you can never be misled. The lack of horns, the deep red color are sufficient marks by which you may know them. Feed your Red Polled cattle Gold Coin Cattle Fattener. We guarantee it to save 15 to 25 per cent of the feed, and greatly increase your profits at the market.

IT CURES SCOURS IN CALVES.

Gold Coin Cattle Fattener quickly cures scours in calves and tones up the stomach. It makes sickly calves well—and healthy calves fat.

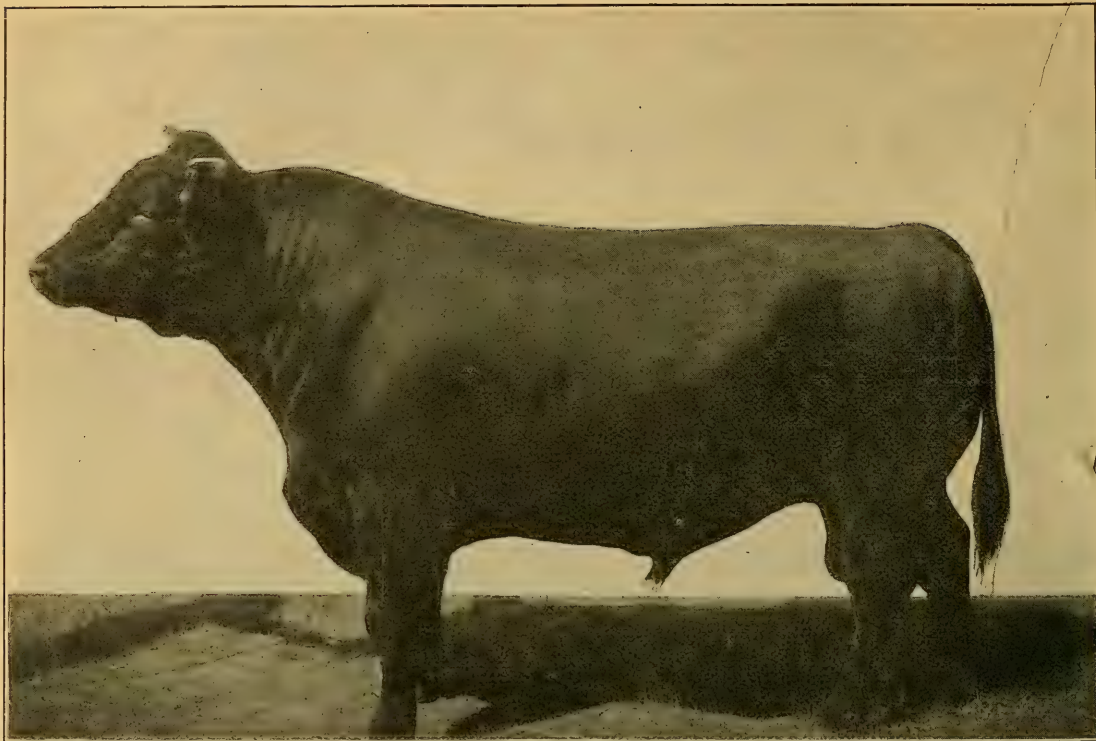
HOW IT MAKES MONEY FOR STOCKMEN.

1. It makes milch-cows give 20 to 30 per cent more milk.
2. It increases the fat in milk, which means cream—butter—money.
3. If mixed in skim milk, makes calves grow amazingly.
4. It keeps cattle and calves free from disease.
5. It prevents disease taint in milk, cream or butter.
6. It makes it a better and safer milk for people.
7. It saves 30 to 60 days in time of fattening cattle.
8. It saves 15 to 30 per cent of feed usually fed.
9. It prevents consumption (tuberculosis).
10. It prevents caked udder.
11. It only costs you—6 Feeds for a Cent.
12. And we guarantee it to bring you paying results or your money refunded.

Gold Coin Cattle Fattener is an ideal food for cattle of all kinds.

IT DOUBLES THE MILK.

If it only increases the flow of milk one to three quarts a day extra on each cow on twenty cows the milk made a great increase in your gains. Try it.



Pure Bred Short Horn Bull.

The above picture of Pillivre Merry Lad (79564) shows all the good points of a first-class Short Horn bull. This excellent animal is the property of Judge D. B. Searle, St. Cloud, Minn. "Lad" took the first prize at the Minnesota State Fair, 1903. Judge Searle is a user of Gold Coin Cattle Fattener. And we assure our readers that it is a most excellent thing for all cattle. It makes extra money for you. All who wish to invest in pure bred Short Horns can do no better than to correspond with Mr. Searle. His cattle are among the finest, and well worth the prices asked.

SHORT HORN CATTLE.

Properly speaking the term Short Horn belongs alone to descendants of the Durham cattle. About the year 1780 these cattle were first brought to this country. They became famous first by the great exhibition of the "Durham Ox" from Durham County, North of England, in the valley of the Tees River. Nowadays the Short Horns are the best known of all breeds and are worthy of their fame, for they are great beef producers, and fed on Gold Coin Cattle Fattener, they produce some of the finest beef ever eaten. Gold Coin Cattle Fattener will add to the value of all Short Horns about the same per cent in money returns as in Hereford cattle.

In buying Short Horn cattle it should be borne in mind that every animal whose horns are short is not necessarily a Short Horn. Remember a good Short Horn has a small head with tapering nose and clean, well spread nostrils; ears moderately large and inclined to pitch forward; the eye is large, liquid and intelligent or bright; the horns sharp and pointing forward, and downward, rather than upward. The whole animal should have a square set effect, straight back, with strong, clean legs and wide, flat forearm, with a deep, full, round chest; belly line nearly parallel with the back; wide rounding flat ribs and be of red and white color.

Short Horns mature early, often a year in advance of native cattle, and drop well developed calves that can be marketed early for veal, or raised for "quick-fattened" beef, and in these par-

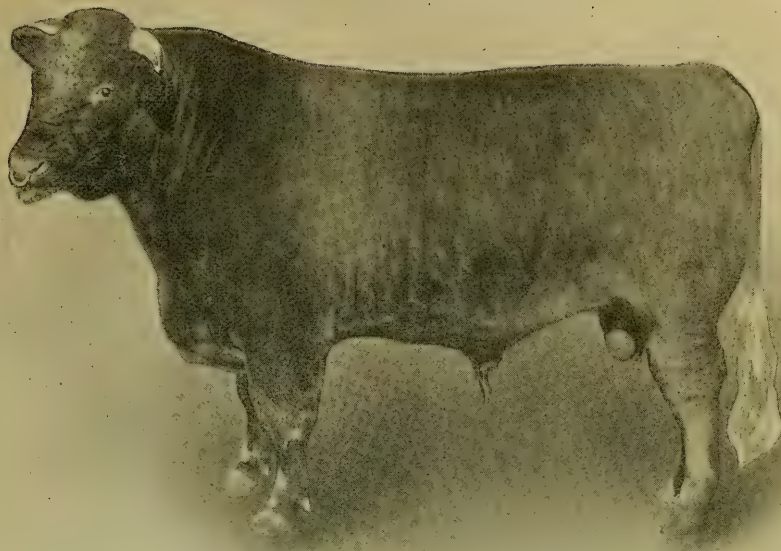
ticulars are greatly favored by Gold Coin Cattle Fattener. If you have Short Horns and desire to get still better results than you have ever obtained, you will make no mistake in giving them Gold Coin Cattle Fattener. Try it on a herd and compare results with previous herds fattened without Gold Coin Cattle Fattener. We guarantee it to save 15 to 25 per cent of the feed.

\$200.00 IN CASH PRIZES. TO FARMERS AND STOCKMEN FOR PHOTOGRAPHS OF STOCK AND POULTRY.

If you happen to have a particularly fine looking animal or fowl of any breed, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of poultry will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On the back of the photos, give breed, weight, age and other information bearing upon the case. State whether or not animals or fowls were fed Gold Coin Stock Food.

Send all photos to

GOLD COIN STOCKFOOD CO.,
Union Stock Yards, Chicago, U. S. A.



Shorthorn Bull owned by Queen Victoria. (Prize winner at the Chicago Fat Stock Show.)

THE MILK-STRAIN SHORTHORNS.

**A NEW FEATURE IN BREEDING THIS BEEF TYPE
WITH THE IDEA OF MAKING IT A DUAL
PURPOSE ANIMAL.**

Much success is to be hoped for along this line of breeding. In this age of high-priced meat, and high-priced butter, cheese and cream it can readily be seen that the "dual purpose cow" is the best for the general farmer. By the Milk-Strain Shorthorn is meant a class of Shorthorns, which by special selection, have been developed into good milkers. Thus making a cow that will sell at an excellent figure when her use as a milker is no longer needed. It is believed by the leading scientific breeders, and agricultural professors that the Milk-Strain Shorthorns make the most perfect "Dual Purpose Cow." If you are attempting anything along this line, that is if you are trying to make some of your beef cattle become milkers as well, don't fail to make liberal use of Gold Coin Cattle Food, it will increase the production of milk if anything in the world will.

You can't make money by sitting down and letting nature take its course—you have to scheme and plan—save 15 to 25 per cent in feed and 2 to 3 months' time on hogs and calves and a year on a steer. That's the way rich farmers are making money out of Gold Coin Cattle Fattener. We know its great money value and guarantee it to you. Write to us on our Spot Cash Guarantee.

SKINNY CALVES.

There is often a calf that don't seem to do well. Feed it 2 measurefuls of Gold Coin Cattle Fattener three times a day. It will soon be even with the rest. Feed it separately from the others for a short time.

The cow you cannot get with calf should be put in condition quickly on Gold Coin Cattle Fattener and sold for the highest price.

Feeders rely on Gold Coin Cattle Fattener and feed it in large quantities to fatten very quickly and finish their cattle for market.

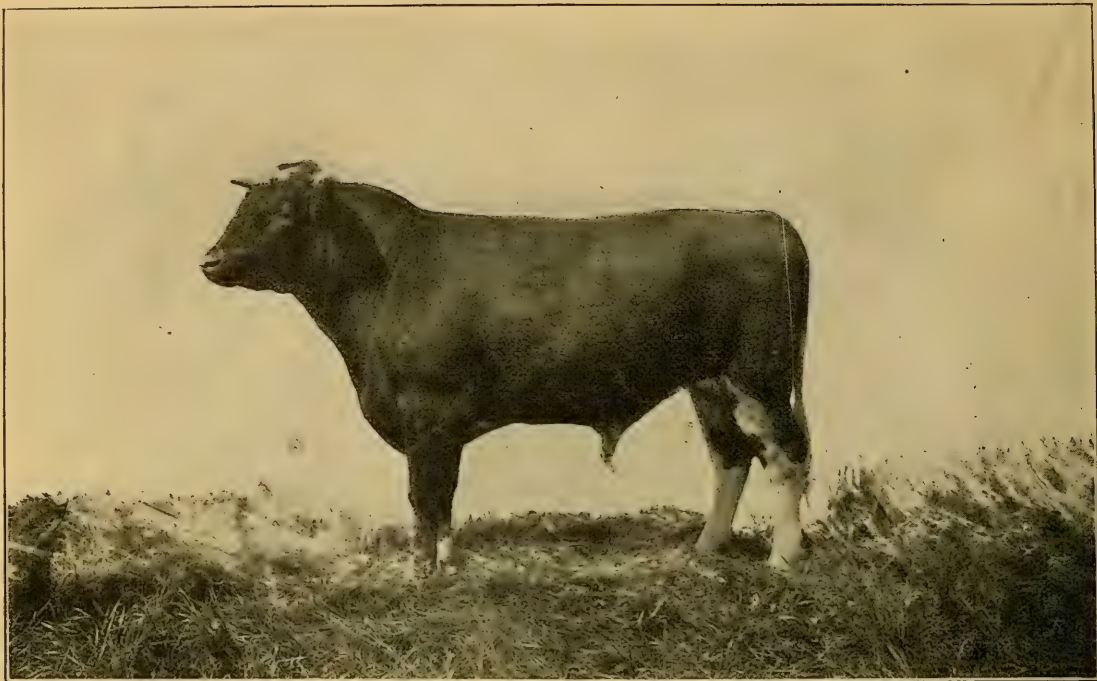
Cattle fattened on Gold Coin Cattle Fattener "shrink" less in shipping. Their constitutions are stronger.

Large raisers claim that the developing period is shortened a year to a year and a half by using Gold Coin Cattle Fattener. A nice lump in your pocketbook.

The cow that lost her calf is not paying, and unless you do something for her she may do the same thing next year—read the article on "Slinking." Gold Medal Condition Powder is a sure cure.

Gold Coin Cattle Fattener is the farmer's best friend. It's his money maker.

Send us your testimonials and photographs of your fine stock or poultry and we will put you in our \$200 contest for a cash prize.



Pure Bred Shorthorn Bull.

Arc Light 5th, 175819, two years old. At the head of the young Linden Grove herd that took the challenge cup at the Minnesota State Fair in 1903 for the Best Herd of Short Horn Cattle bred in Minnesota. Arc Light is owned by Mr. J. Cooper, St. Cloud, Minn. All who own short horn should use Gold Coin Cattle Fattener, it is bound to make extra money for you. Any one desirous of raising short horn cattle will do well to correspond with Mr. Cooper. His cattle are well worth the prices asked.

YOU CANNOT LOOSE, WE WONT LET YOU.

The successful farmer is the one who makes the most money. The 15 to 25 per cent that you save by feeding Gold Coin Cattle Fattener makes you just that much more successful than your behind-the-times neighbors, who feed the old way without any scientific help. Gold Coin Cattle Fattener makes the animals digest all they eat, and turn it all into flesh and fat—money for you. There is no waste. Test it. Every pound of Gold Coin Cattle Fattener is sold on a guarantee to bring you paying results or your money back if it fails. But it won't fail and thousands of the most successful farmers claim they would not feed without it. Some say it saves them 15 to 25 per cent in feed and the increase in fat and fineness in finish makes them 50 per cent more. Write to us. We take the risk if it fails and you get the profits if it wins.

\$200 IN CASH PRIZES TO FARMERS AND STOCKMEN.

For Photographs of Stock and Poultry.

If you happen to have a particularly fine looking animal or fowl of any breed, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of poultry will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On the back of the photos give breed, weight, age and other information bearing upon the case. State whether or not animals or fowls were fed Gold Coin Food.

HERE IS YOUR CHANCE--MONEY! MONEY!!

Every cattle raiser certainly wants to make all he can out of his herd. Here is the chance for you to satisfy yourself of the great money-making qualities of Gold Coin Cattle Fattener. We sell it on an absolute guarantee. It will cost you nothing if it fails to give you paying results. You cannot ask for a fairer proposition. If you have never used it, try it this season on our guarantee. We only ask you to use it on its merits as a money maker to you. We can make this strong guarantee because we know that it contains the ingredients that make fat.

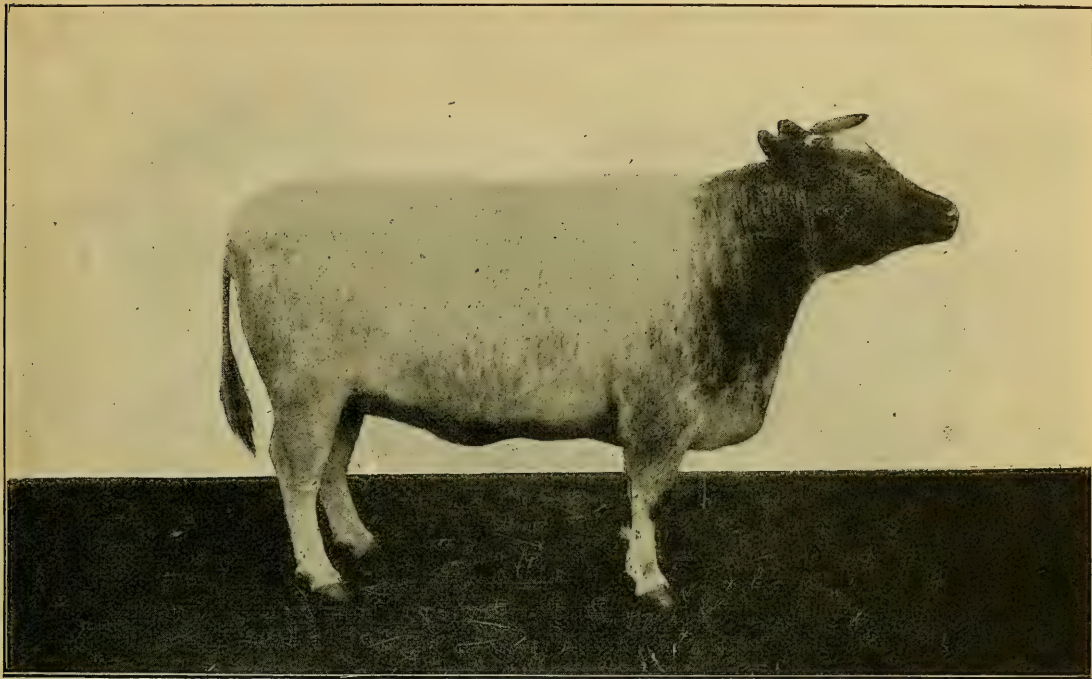
WHY WE GUARANTEE.

We would not dare to make this strong guarantee for the Gold Coin Cattle Fattener if we did not know from extensive experience that it does fatten rapidly and make the cattle grow. It does it because we know it contains the elements made by nature, which make them digest all they eat, and put on their frames flesh and fat. We only ask you to try it on its own merits, and if it fails it won't cost you a cent. Can we make you a fairer offer?

QUICK FAT--40 TO 50 DAYS TIME SAVED WHEN YOU USE GOLD COIN CATTLE FATTENER.

If it will do this, you, as a scientific farmer or stockman, can't afford to be without it. It puts a fine finish on cattle that always brings the top prices at the market, or when sold for breeding purposes.

Don't let your stock get run down. Keep up their standard of health by regular use of Gold Coin Cattle Fattener. The cheapest and best cattle food for sale on the markets of the world today.



A Prize Winning Short Horn Heifer.

WHY WE CAN GUARANTEE YOU 15 TO 25 PER CENT PROFITS.

It is easy for us to guarantee 15 to 25 per cent when thousands of stockmen all over the country claim it makes 50 per cent and more for them. But suppose you had saved 15 per cent, wouldn't that be a great payer to you? Furthermore, we can easily guarantee Gold Coin Cattle Fattener because we know it contains the ingredients that stimulate and create fat products. Cattle fed on it simply have got to lay on fat or give off increased flow of milk—do you see the profit? Write to us today.

NO PAY UNLESS YOU WIN.

Can't you see as a practical stockraiser that we could not guarantee the success of Gold Coin Cattle Fattener unless we knew it was a winner? We can easily guarantee 15 to 25 per cent profits when thousands of stockmen claim that Gold Coin Cattle Fattener brings them 50 per cent more in feed and time saved and increased quantity of meat. If you want to keep up with other successful farmers and stock raisers you have got to give up some of your old-time ideas. You have got to save 15 to 25 per cent that other farmers are saving by using the scientific food, Gold Coin Cattle Fattener. It saves feed and makes better tasting meat. The fashionable restaurants in large cities want scientifically fed meat now-a-days. Why shouldn't you make some of this fancy money? Test it on a certain number of your cattle and see how much better they will be than those that don't get Gold Coin Cattle Fattener. You ought to feed all your cattle the Fattener and make the most money out of them. Every pound of Gold Coin Cattle Fattener is sold on a guarantee to bring paying results. Write to us about it.

FACTS ABOUT GOLD COIN FATTENING FOOD.

If you will compare the number of feeds per pound—you will see that our feed goes farther than any other food on the market.

ITS SUPERIOR MEDICINAL VALUE

makes it a food that need not be fed in large doses. A small dose scalded or made wet and mixed with the regular feed is all that is needed. It does the work and that is what you want. You cannot afford to buy a cheap food that has to be given by the scoop-shovel. No results can be obtained by cheap stock foods, because they don't contain the proper ingredients. The tonic effect of Gold Coin Cattle Fattener aids digestion and assimilation, keeps the water clear, strengthens the kidneys and liver, so that every grain eaten will give the animal the most possible nutrition. Gold Coin Cattle Fattener is the blood, bone and flesh builder. It is sold only on Cash Guarantee, and we agree to refund your money in every instance if paying results are not obtained. Gold Coin Cattle Fattening Foods have the largest sale in the world today, and it is increasing every year.

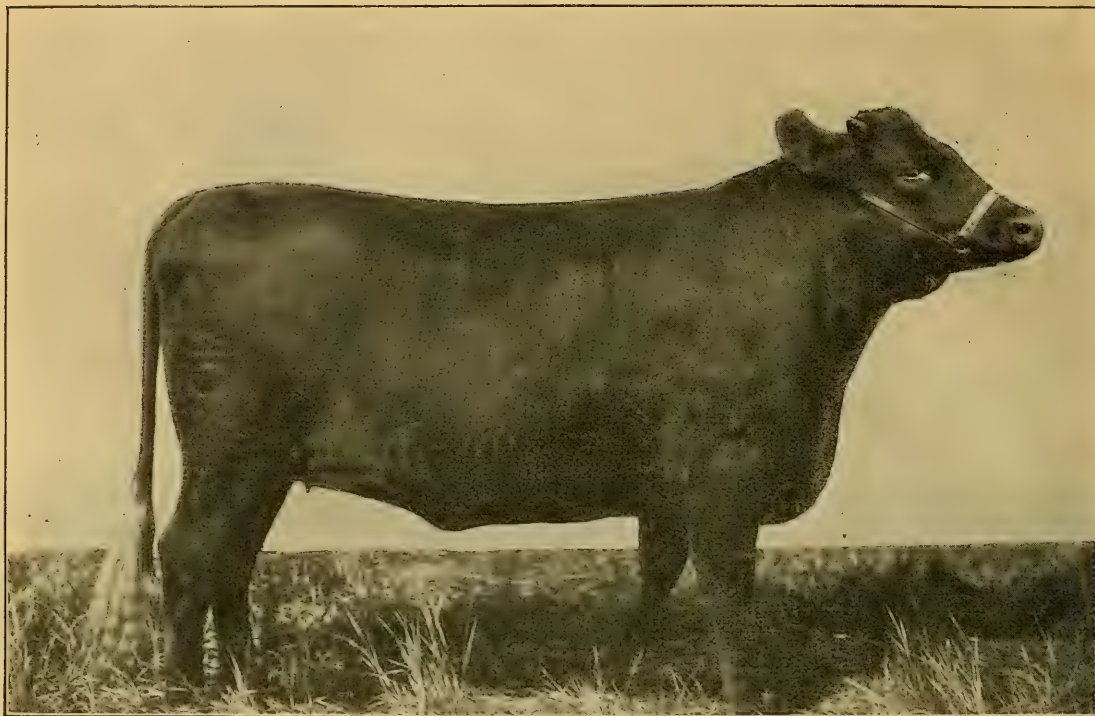
COSTS ONLY A CENT A GALLON.

The greatest disinfectant in the world is "Gold Coin Germ Killer." It is scientifically right—a 50-cent can makes 50 gallons ready for use.

Use Gold Coin Germ Killer in the outhouses, in your barns, pens and coops—it drives away disease, a 50 cent can makes 50 gallons ready for use.

BETTER FOR CALVES THAN FRESH MILK.

A measureful of Gold Coin Cattle Fattener in skim milk to every two calves.



Pure Bred Shorthorn Heifer—Owned by Judge D. B. Searle, St. Cloud, Minn.

Judge Searle's heifer shown in the picture above is a most beautiful specimen of the shorthorn breed. The Shorthorns are the beef type. The broad, round back gives extra weight in the loins, where the high priced meat lies. As can be seen from the above picture this heifer would be hard to match anywhere, and she proved an easy 1st prize winner at the Minnesota State Fair 1903. Write Mr. Searle if you are in need of shorthorns. Judge Searle is using Gold Coin Cattle Fattener. If you, reader, are a breeder of pure bred or grade shorthorn cattle, and have never used Gold Coin Cattle Fattener, write us at once and get in line for bigger profits.

CATTLE FATTENING.

QUICK FATTENING BRINGS THE MOST MONEY.

You are not raising cattle for your health—you are in it for business, and you should try to make as much money as you can. We want to see you make extra money and we are sure you will if you use Gold Coin Cattle Fattener on the cattle you are preparing for market.

The English stockmen, and a few up-to-date stockmen in this country are doing "quick fattening" and thereby doubling their profits. You can do the same, now that you know about Gold Coin Cattle Fattener, and double your profits, too.

These successful men begin the fattening of their cattle from calves up. They make liberal use of medicated Cattle Fattener, Gold Coin Cattle Fattener being considered the best and cheapest. They feed it in winter as well as summer so as not to let the growth stop, and in 18 months they have steers ready for market weighing 1200 to 1400 pounds with sweet, tender beef; delicious in flavor and texture, commanding the top price of the market. But most important of all they have made a handsome profit because they have saved 18 months of feeding and have satisfied the butcher just as well as if they had fed the steer three years. Most stockmen take three years to prepare a steer for market, and the last year of feeding costs more than any preceding year because young animals convert food into flesh and fat quicker than older ones. Everyone knows that the younger an animal is the easier it is to fatten and the older it is the more expensive it is to fatten. Therefore take heed of this fact and

commence to fatten as young as possible and get them fattened, and at full growth as quickly as possible and it will mean a great saving of gain, a year and a half of work and risk, and quicker turning of your money.

This crowding and rapid development has of late years become very common in hog raising and has practically revolutionized hog marketing. Fine big 300-pound hogs are being sent to market in six to eight months.

The same plan can be successfully followed out with cattle and Gold Coin Cattle Fattener is the key to the method. Every farmer and stockman knows that a great deal of the food passes through an animal undigested without doing them any good. Gold Coin Cattle Fattener prevents this, it digests all the waste and turns it into fat or milk.

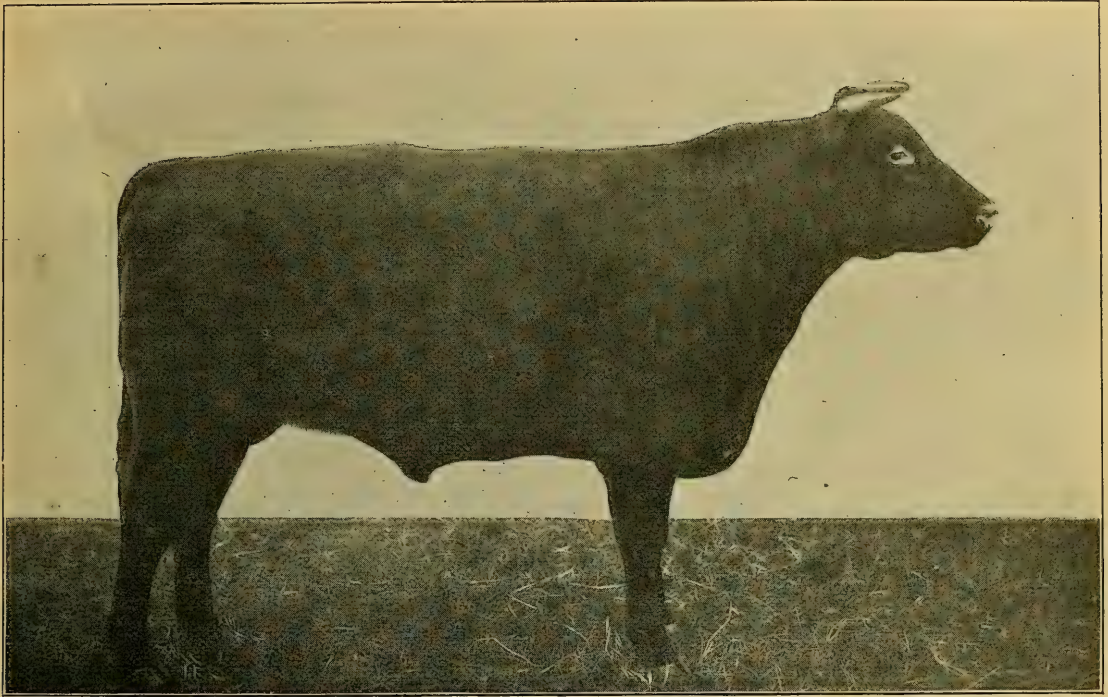
As you must readily understand crowding cattle on this method requires them to have perfect digestion and assimilation so that the feed they eat will turn into fat and muscle.

Gold Coin Cattle Fattener is made for this particular purpose, it not only improves digestion, keeping the stomach, bowels and liver regular, but it purifies the blood, clears the water and keeps the animal always at the highest possible standard of health.

It keeps the steers hungry all the time so that everything they eat goes to fat and flesh. The increased appetite also makes them eat up all the rough fodder a good deal cleaner and even hunt up the waste food and eat it. Thus every pound of food you give them is eaten without waste, and YOU are the gainer.

There is nothing like Gold Coin Cattle Fat-

(Continued on next page)



Prize-Winning Shorthorn Steer.

ASTONISHING FIGURES.

Gold Coin Cattle Fattener and Gold Coin Hog Fattener Food at \$3.75 for 50-pound tub is the cheapest Fattening Food sold on the market to-day. There are cheap foods sold for as low as \$3.00 to \$5.00 per hundred; but you have to feed in such large doses that our \$3.75 tub will give results equal to \$10.00 or \$15.00 worth of those cheap foods. In buying a food for the purpose of aiding in the fattening of your cattle or hogs, it isn't how big a bag full you get, but it IS the amount and kind of ingredients in it that is the most profitable to you. Millions of pounds of our Fattening foods are sold every year on our spot cash guarantee. We sell more than all the other Fattening Companies put together, and are gaining every day.

SAVES CORN.

In fattening cattle or hogs you will save 15 to 25 per cent of your grain food if you feed Gold Coin Cattle Fattener. The animal gets round, sleek and fat in less time on less money—money saved is money earned for you.

THE GOLDEN CALF.

Calves are golden profit to the farmer who feeds them Gold Coin Cattle Fattener from the day of their birth. All they need is skim milk, a little ground feed and a measureful of Gold Coin Cattle Fattener three times a day. If you want to raise them for steers they will be full size in eighteen months weighing 1,200 to 1,400 pounds.

BULLS REQUIRE IT.

Gold Coin Cattle Fattener acts on their entire system, making their service surer and better. Feed 2 measurefuls twice a day during the breeding season.

GREAT WEALTH PRODUCED BY CATTLE.

Cattle are one of the greatest resources of wealth in the world. They produce our beef, veal, milk, cream, butter, cheese, tallow, leather, glue, bone and several kinds of medicine. Every part of the body is utilized to-day by the great packing houses. Millions of pounds of beef are exported annually. Scientific feeding has done wonders in this great industry. The period of growing and fattening is greatly shortened, the beef is therefore of the best quality, and the cattle raiser not only has the feed saved, but gets better prices for his better quality of beef. Gold Coin Cattle Fattener makes scientific feeding possible for every farmer, whether he has 1 or 1,000 head. Cattle raising and fattening has come to that point nowadays where the man who does not use something to aid in quick fattening and saving of feed, cannot compete with his neighbor who does. Gold Coin Cattle Fattener makes the cattle digest all they eat and turn it into beef and fat (milk). It is guaranteed by the Gold Coin Stockfood Co. to be the most scientific fattener on the market. It is guaranteed to contain no injurious drugs. It prevents disease and stimulates growth and fat production. Gold Coin Cattle Fattener is guaranteed to be a money maker for every farmer and stock raiser. You ought to use it. Test it on our Spot Cash Guarantee. Write to us. Thousands of farmers claim it makes them 50 per cent more clear profit yearly.

Diseases always seem to attack the highest grade animal, changing her from a paying into a losing one. The question is, how to get her back to the large flow of rich milk she used to give. Build up her constitution and tone up her digestion with Gold Coin Cattle Fattener, the great milk producer.



A Prize Car-Load of Grade Galloway Cattle.

GRADE CATTLE.

There is big money to be made from grade cattle just as well as pure bred stock. The trick is in the feeding. If you will feed in such a way as to waste no grain or feed by indigestion, keep the animals healthy and in a growing condition all the time, and unload as soon as your animals have reached that period of development where feed does not develop or fatten them any more, you are bound to make a nice little profit every year.

Every farmer who raises grades really ought to have a pure bred bull at the head of his herd. It will certainly improve the stock, and be a source of profit to him. Gold Coin Cattle Fattener is an excellent thing for grades, it causes much better bone and muscle development. If you are a breeder of grades we advise you to try it. It will certainly make extra money for you.

COW'S VALUE \$35, \$60 TO \$100.

A cow that only produces 100 pounds of butter a year is not worth keeping as a milker. A cow that produces 200 pounds of butter a year is worth about \$35. One that produces 300 pounds a year is worth \$60, and one that produces 400 pounds a year is worth \$100 and more. If the cows that produce 200 to 300 pounds a year are a good beef breed and produce a good beef steer every year, their value is greater than mentioned above. Any cow's milk and beef value can be increased by Gold Coin Cattle Fattener. This is no idle claim. We guarantee it. We want you to test it. If it fails to be a money maker on your farm, the price will be refunded. Write to us.

GOLD COIN CATTLE FATTENER

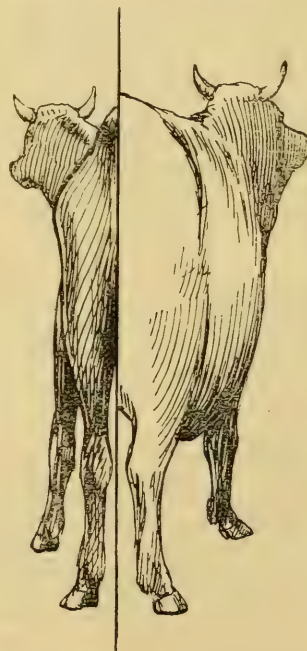
Fattens Cattle.

Increasing their weight—and your profits.

Not only is milk, butter and beef increased by Gold Coin Cattle Fattener, but all are improved, the milk is richer, the butter has a fine flavor, and the beef of Gold Coin Fattened Cattle often commands a premium on the market.

FORCE YOUR STEER'S GROWTH.

The best and most desirable steer is the one whose growth has been forced from the day of birth. It gets full size a year and a half earlier (a year and a half's feed saved for you) and is heavier—the small cost of feeding Gold Coin Cattle Fattener and forcing their growth is paid for 100 times over. This is the method pursued by all big cattle men. You must do it if you want to compete with them. Why shouldn't you make more money as well as they? Write to us.



The left side of the line shows a steer allowed to run at large and develop without the use of Gold Coin Cattle Fattener.

The steer on the right side of the line shows what proper feeding and the regular use of Gold Coin Cattle Fattener will do.

It is such results that bring the big profits to the farmer. You want big profits, and you can get them by feeding Gold Coin Cattle Fattener. All farmers who use it are making extra money.

Not Gold
Coin Fed.

This steer IS Gold
Coin Fed.

Send us your testimonials—we appreciate them.



Fine Shorthorn Steers—Sweepstakes Winners.

zener for "evening up" animals, it makes them plump, fat and sleek. "Finish" counts a great deal to the buyer. Visit our stock yards in the large cities and see how quickly the cattle of fine "finish" are snapped up even though buyers have to pay a little extra for them.

A great many stock raisers in this country let their calves stop growing in the winter. This is always a mistake, because an animal that has once stopped growing (even for only thirty days) is never as good as one that has been kept growing. It will pay any feeder to feed Gold Coin Cattle Fattener in skim milk with a grain food, as corn meal and oatmeal and bran to his calves twice or three times a day all winter, as it will keep them growing even in the severest winter and will readily double your profits.

As a wide-awake money-making stockman or farmer you can easily see from what has been said above that the proper way to fatten so as to make the quickest and most money is to: **Begin to feed Gold Coin Cattle Fattener to your calves and crowd it on them for almost eighteen months, thus getting to market a year and a half earlier than your neighbor who takes three years' time to fatten.**

No farmer or stockman can afford to feed a single day without including Gold Coin Cattle Fattener in the feed. It either fattens, or increases milk every time you give it. You can't feed it to animals regularly without its making you an increase of from 15 to 25 per cent profit in some way.

We want you to make a test of this wonderful food for yourself either on two different lots of cattle or on your whole herd and watch the difference.

We know what the food will do and are willing to guarantee that it will bring you paying results. And besides it will save you 15 to 25 per cent of feed, which in itself makes a handsome saving in a year. In offering you Gold Coin Cattle Fattener we hand you an article with which you can

make extra money without extra work. It is in the form of a fine powder which you mix in the regular feed. All cattle like it. They will lick it all up clean. It sharpens their appetite and keeps them hungry all the time, thus nothing goes to waste, and everything they eat rapidly turns to fat and flesh. It keeps cattle free from disease, and always at the highest point of health. Change from your old method of feeding to the NEW! If you expect to make money you must change your plans according to the rules of the market. Write to us at once if you are not using Gold Coin Cattle Fattener and we will put you in a position where you can obtain it regularly.

QUICK FATTENING.

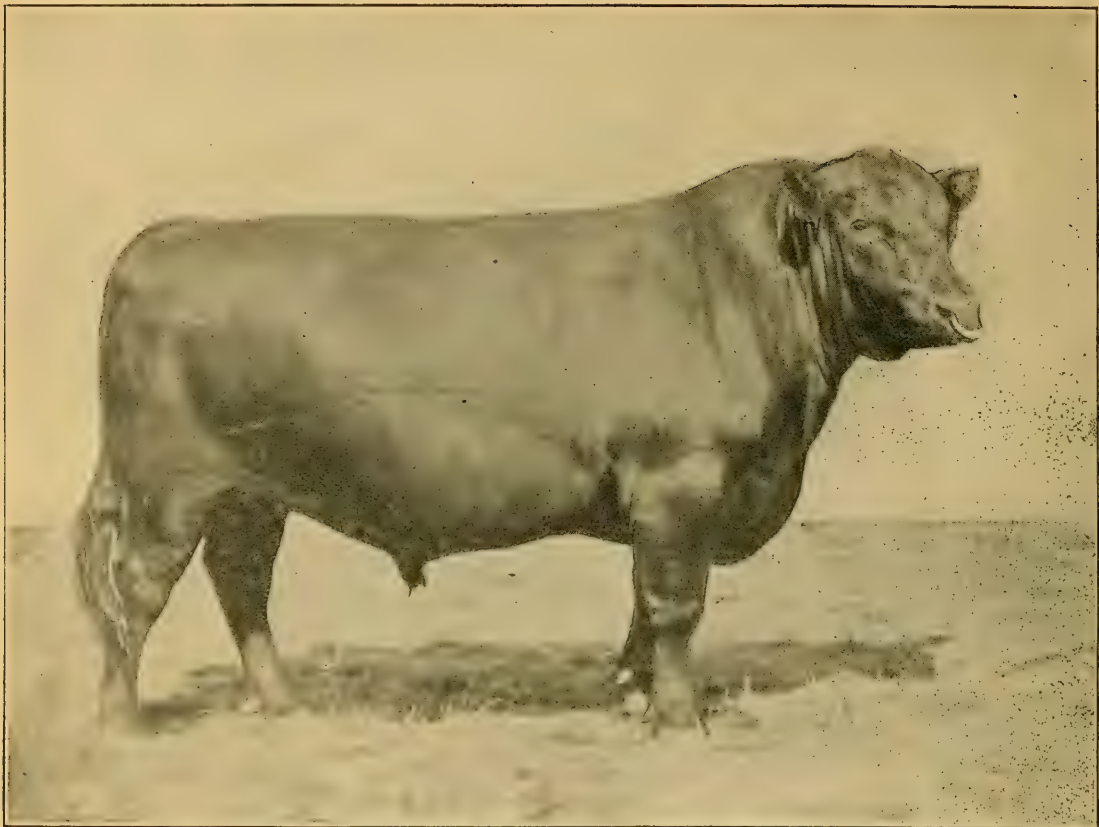
In fattening cattle you must not continue the same feed too long. The cattle will lose their appetite, that is, the digestive organs will fag out, and the animal will remain in the same condition. This is where Gold Coin Cattle Fattener gets in its work. It saves you feed and the cattle get as fat as butter. Test it yourself on our Spot Cash Guarantee. Your money refunded if it fails to be a money maker for you.

MAKE YOUR MONEY AS FAST AS YOU CAN.

Fatten your beef and pork as quickly as you can. It saves you feed and makes more desirable meat. Fattening can be done in three-quarters the time and at a saving of 15 to 25 per cent by using the scientific Gold Coin Cattle or Hog Fattener.

IT IS THE BEST FOR CALVES.

If scalded in hot water before mixing in their milk, Gold Coin Cattle Fattener thus mixed in skim milk will fatten calves just as good as suckling the cow, thus saving you money in the shape of cream.



Prize Winning Aberdeen Angus Bull.

ABERDEEN ANGUS CATTLE.

In everything save color, which is black, this breed differs from the West Highland breed, and are also Scottish. They are good breeders; both as beef producers and as givers of milk. Gold Coin Cattle Fattener shows in this breed to exceptional advantage. They are good beef cattle and stand stall feeding better than almost any other breed. Gold Coin Cattle Fattener makes their fattening sure and quick, which proves its value in enabling the stockman to get his cattle to market in the earliest possible time and in the very best of condition. In buying for breeding, select pure blacks with eyes wide apart, short flat boned limbs, and the flatter across the back the better. Gold Coin Cattle Fattener makes this breed drop calves much more markedly improved than in some of the other breeds.

THE SUSSEX CATTLE.

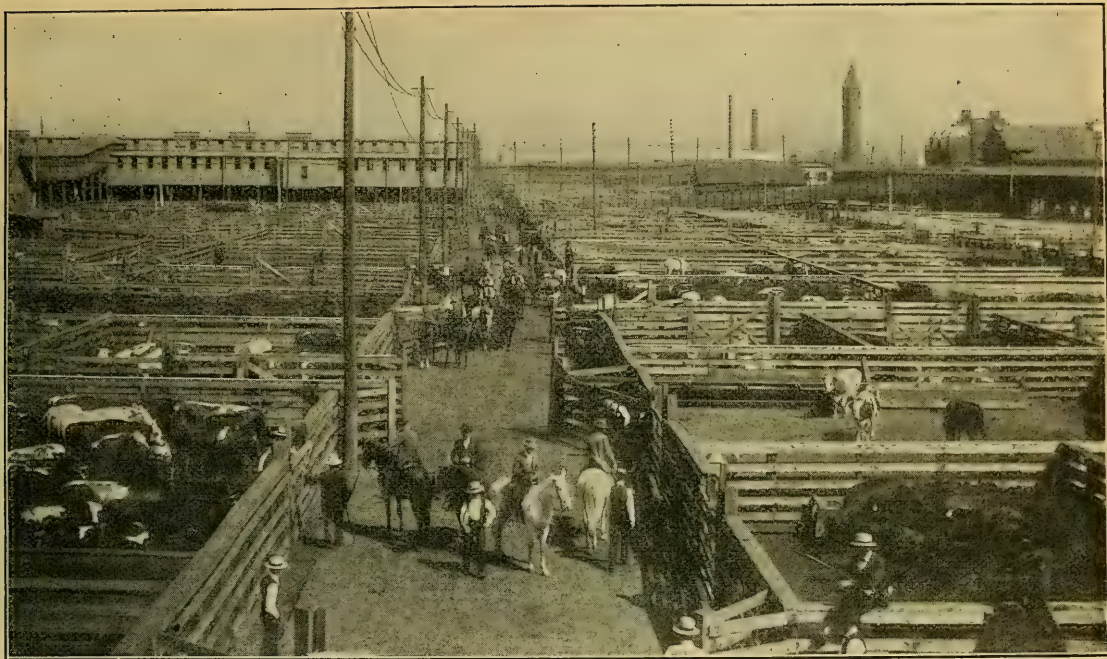
This breed, like the Devons, is of English origin. They are somewhat larger and coarser, but otherwise, they resemble Devons very markedly. They are a beef cattle rather than milkers, although better milkers than the Devons. If you wish to get the very best results from Sussex cattle, Gold Coin Cattle Fattener should be fed. You can increase the milk both in quantity and quality and fatten your beef cattle in 15 to 25 per cent less time and have better priced and more salable cattle. Gold Coin Cattle Fattener saves grain.

LOSS WITHOUT DEATH.

Sickness in your cattle, even though it does not cause death, causes loss of flesh. Loss in flesh is loss of the feed you fed. It just takes that much more feed to put the flesh back on them again. Hence the loss through the sickness was—loss of (1) flesh, (2) time, (3) feed—all of which represents MONEY. It pays to keep your herd always at the highest point of health. Gold Coin Cattle Fattener is guaranteed to bring you an absolute increase of 10 to 25 per cent in profits and to save you money and time in feeding. We make this great cash guarantee because we know that Gold Coin Cattle Fattener contains the ingredients which stimulate and create growth of bone, flesh, fat and milk. Animals fed on Gold Coin Cattle Fattener have to thrive, because they are kept at the highest point of health. It's easy for them to lay on fat, because the Fattener makes them digest and assimilate all they eat. If you have never used it write to us and test it on our guarantee. Price refunded if it fails to bring paying results.

\$5,000 CASH GUARANTEE.

We will forfeit \$5,000 and the cost of chemical analysis to anyone who can prove that Gold Coin Poultry Food contains injurious ingredients. It is a medical, vegetable and chemical combination which contains the elements made by nature that stimulate and create egg production.



Cattle Buyers at Work—Union Stock Yards, Chicago, U. S. A.

Fatten your cattle on "Gold Coin Cattle Fattener" before shipping them to market. It is weight, finish and health that these buyers consider. There is nothing in the world that will lay on fat and put on "finish" like Gold Coin Cattle Fattener. It also saves grain. If fed from birth up according to directions on every package, young steers of the beef type can be crowded on to the market at 18 months of age, weighing 1,200 to 1,400 pounds. This makes a saving of a year and a half of feed and labor. It is the greatest bone and flesh builder ever discovered. Try it.

POINTS FOR CATTLE RAISERS.

Money saved is money made.

Use good business judgment in the management of your farm.

A saving of feed is money saved.

If you expect to make money you must change your plans now and then. Be up-to-date!

Runts of any kind will run you in debt.

Feed runts Gold Coin Cattle Fattener and get them started growing.

Hide bound and raw boned cattle are always hard to fatten until you get them started.

Gold Coin Cattle Fattener is sold on a standing guarantee to save you from 15 to 25 per cent of feed.

Cows have no front teeth on upper jaw. They have eight nippers and twenty-four grinders. Thirty-two in all.

The quicker you can fatten a cow or steer the more profit it brings you—because you save feed and work.

Gold Coin Cattle Fattener is known the world over as the quickest "cattle fattener" ever manufactured up to date.

You feed Gold Coin Cattle Fattener in small doses, a small quantity goes a long ways and brings you the most profit.

Don't hope to fatten cattle for market without a liberal quantity of Gold Coin Cattle Fattener if you expect the best results.

Don't let your calves stop growing during the cold winter season, feed them Gold Coin Cattle Fattener and they will grow all winter. Give them warm shelter.

If one cow in a herd "slinks" through accident, others may abort also. Feed Gold Coin Cattle Fattener and keep your cows in perfectly healthy condition and there will be no slinking.

Skim milk and a half measure of Gold Coin Cattle Fattener is as good for calves as new milk—never neglect to give calves their regular feed of ground grain. The care of calves is important. They bring big profits.

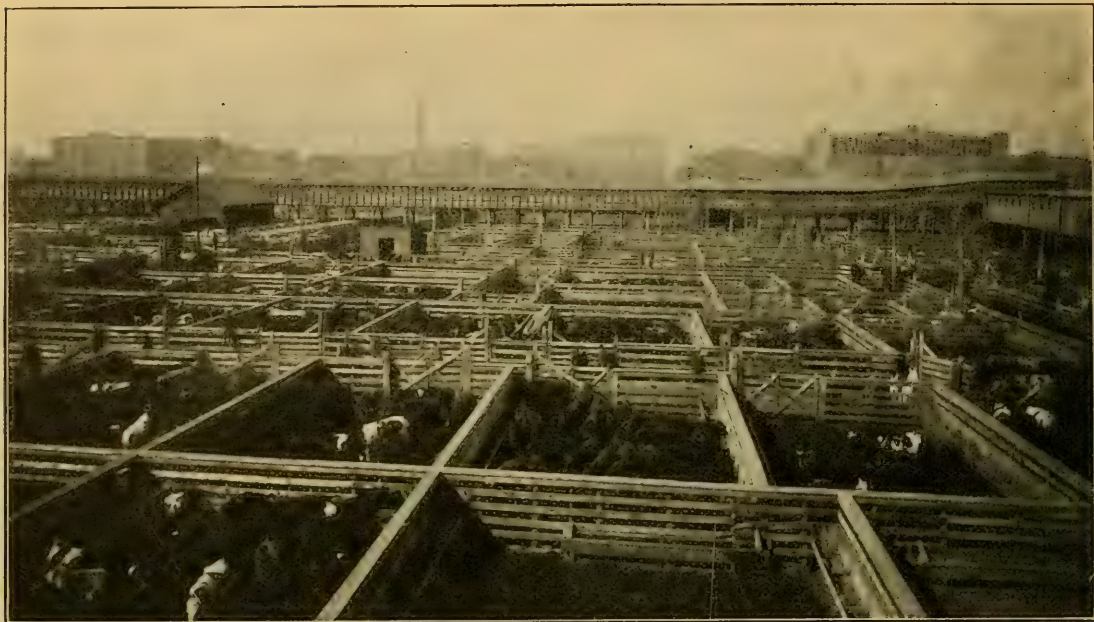
Gold Coin Cattle Fattener is to be used as a regular feed for all cattle; it should be mixed in the regular feed. It aids digestion and assimilation, purifies the blood, regulates the bowels and makes the water clear.

Don't be cruel to dumb animals. Kindness makes you many dollars, in the way of giving you well bred animals, valuable for their gentle qualities in case you wish to sell them for breeding purposes, or to any one except the butcher. Cruelty worries an animal and keeps it thin.

Cattle made to shift for themselves, will not do very well. Feed your cattle regularly at all seasons of the year. Use Gold Coin Cattle Fattener liberally. Put it in their regular feed.

At weaning time feed calves Gold Coin Cattle Fattener in skim milk to which has been added ground oats or corn. It will start them growing and if you later feed Gold Coin Cattle Fattener to them in their grain it will keep them growing all the year around. Every feed is made to count.

(Continued on next page)



A Birds-Eye View of a part of the Union Stock Yards, Chicago, U. S. A. Showing Armour's, Swifts and Nelson Morris Co's packing houses in a distance.

This is the largest stock yards in the world. It has thirteen thousand (13,000) stock pens, such as are shown in the foreground of the picture. It has a capacity for handling over one hundred thousand (100,000) head per day. The value of the live stock handled by the Union Stock Yards Co. during the past year (1902) amounted to the enormous sum of nearly three hundred and thirteen million dollars (\$312,984,386.00). The produce from these famous yards are shipped to all parts of the civilized world. The principal offices of the Gold Coin Stock Food Co. are located at these Stock Yards, so as to keep in direct touch with the great cattle interests of the world, thus being always able to give our customers the latest and best information regarding cattle fattening or treatment of diseases. By these up-to-date methods the Gold Coin Stock Food Co. is bringing the farmers and stockmen in line for bigger profits.

All stock men know that steers grow faster, and lay on fat easier the first two years. Steers you raise from three to four years don't bring you nearly as much profit because their feeding costs you too much. Begin feeding Gold Coin Cattle Fattener early and you can develop a steer to full growth in 18 months—that means big money to you.

It makes no difference whether you have one cow or 500 cows you can't afford to miss using the great profit-giving fattener—Gold Coin Cattle Fattener. It is guaranteed to give you 15 to 25 per cent more profit than the old plan of feeding.

If you can crowd a calf by scientific feeding and keep his digestive apparatus in good condition, so that in 18 months he will weigh 1200 to 1400 pounds, don't you think that you make more profit than if you took three years to raise him? Gold Coin Cattle Fattener, if fed from calf up, will do it for you.

Are you one of the people that want to make money out of your cows and cattle? Then use Gold Coin Cattle Fattener. We guarantee it to make you extra money if you will use it regularly.

Don't use false judgment and give your cattle only the poor feed on your place. It takes a certain amount of grain to sustain life. If you give only enough to sustain life you cannot expect them to give you much profit. Gold Coin Cattle Fattener puts the organs of digestion in such

shape that every pound of fodder and grain they eat is distributed to the best advantage.

Remember that blood diseases affect cattle quicker than horses. Gold Coin Cattle Fattener keeps the blood pure, liver active, and water clear, making the cattle less liable to variola, anthrax and other contagious diseases.

One day's poor feeding takes two days' good feeding to make up for it. The most scientific feeding of the day is Gold Coin Cattle Fattener. It is a powder (ready for use) which you merely mix in, or sprinkle on, the regular cattle feed. Cattle like it and will lick it all up clean.

After an animal is dead it can't be cured, so if you intend to do anything for your sick animals do it promptly.

The best disinfectant in the world is the Gold Coin Germ Killer. 50 gallons for 50 cents.

For cuts, wounds, bruises or old sores use Gold Coin Healing Oil.

To cure galls (harness sores) while your horses are working, use Gold Coin Gall Cure.

For coughs or colds in horses or cattle, there is nothing in the world as good as Gold Coin Cough and Lung Cure.

Sore feet, cracked or contracted hoofs can be cured by Gold Coin Foot Remedy.



Killing Cattle at the Union Stock Yards, Chicago, U. S. A.

The animal is first pulled up by one hind leg, the throat is then cut, the animal is shoved onto another platform, dressed, and in a few minutes the "skinner" has the hide off and the beef is elevated and carried away on trollies ready for the refrigerator. Many thousands of cattle are killed each day. The "cutters," the men who cut the throats, literally "wade" in blood.

HORNED CATTLE PRODUCTS

Gold Coin Cattle Fattener has become the main reliance of hundreds of livestock men in raising the standards of produce in their herds. Keeping in view the state of the market, the quicker any given animal intended for beef gets to market, the greater the profit. There is no special time of the year for marketing beef cattle, they are always in demand, and while the market fluctuates, and at times very widely, the demand for good beef cattle is always satisfactory. From the time a calf is dropped until ready for market, it consumes a stated amount of nourishment, and the older it gets the greater becomes the cost of its keep. Therefore, other things being equal, you should get your stock to market at the very first moment it is in the proper condition. Every day's cost of feeding after that reduces your profit by more than the cost of the feed.

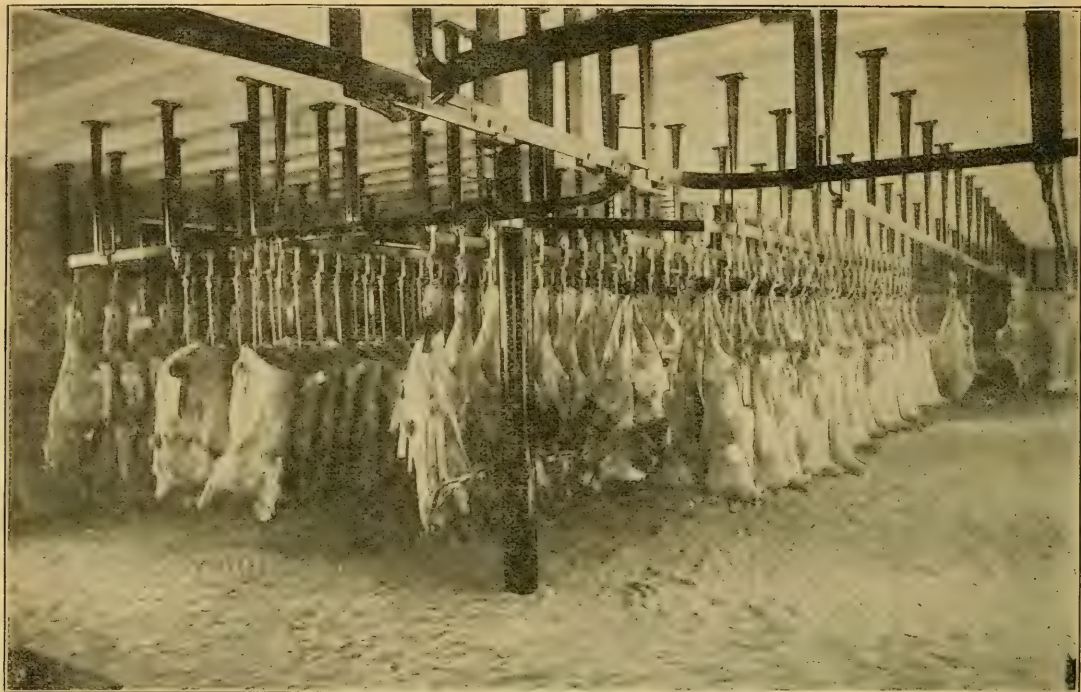
Gold Coin Cattle Fattener puts into the hands of the breeder an instrument that will increase the per cent of his profits from one quarter to one half. It acts safely and surely and if fed from three days old to selling time, it brings the calves into prime marketing condition in from sixty to

ninety days ahead of the usual time required, and mature cattle 18 months sooner than the old method. This is a fact. Test it on our guarantee.

Gold Coin Cattle Fattener is not a mere fattener, though it does this to perfection, but it also stimulates bone growth, thus enlarging the frame; it keeps the digestive tract cool and free from fever so that it digests thoroughly, even the most unpromising foods; it makes the animal full blooded and lays on muscle or flesh very freely. Any animal raised on Gold Coin Cattle Fattener will show to the utmost those desirable qualities of mixed lean and fat which add to the appearance of the beef and please the consumer. The dealers are on the watch for Gold Coin Cattle Fattened cattle, for they recognize to the full the higher market value of this kind of beef.

As already remarked, Gold Coin Cattle Fattener increases the blood volume. To this fact is due its great value to dairy men. The milk of a milk cow is made from the blood, therefore, anything that will increase the blood volume will increase the flow of milk. Gold Coin Cattle Fattener is doing this for thousands of dairymen all over the country.

Send us your testimonials, we greatly appreciate them.



Refrigeration at the Union Stock Yards, Chicago, showing Beef and Mutton.

This is but a corner in one of the immense refrigerators in which hundreds of thousands of pounds of meat are constantly in store. These great refrigerators enable the packing houses to take care of an elastic or uneven demand by keeping a surplus on hand to fill light orders one day and heavy ones the next. Also they can kill every day and save feeding after they have purchased your stock. Being hung in plain view like this also enables easy and thorough inspection of meats. The temperature is also kept at a certain uniform degree which allows of perfect coagulation of the myosine and other muscle substances which renders the meat more wholesome and nutritious.

MAKE TEST ON OUR SPOT CASH GUARANTEE.

You take no risk in testing Gold Coin Cattle Fattener as a fattener and wool producer. Take 2 to 10 or more head of sheep and place in separate lots. Give the same feed to each lot, except give the one lot Gold Coin Cattle Fattener and give none to the other lot. Use it for 60 to 90 days and then weigh results. If the lot on which the Gold Coin Cattle Fattener was used does not show a paying gain, your money will be refunded. IF IT DOES SHOW A GAIN YOU WANT IT. IT'S MAKING MONEY FOR YOU. YOU ARE MAKING MORE MONEY THAN YOUR NEIGHBOR WHO DOESN'T USE IT. If you have faith in improved breeding or labor-saving machinery, you must have faith in a feed-saving, scientific preparation like Gold Coin Cattle Fattener that makes perfect digestion and rapid growth. A fair, practical test will prove that sheep can be fattened in less time and with less feed than is usually used. No fairer offer can be made. Test it yourself on our Spot Cash Guarantee. You get the profits if it wins, and we stand the loss if it loses. Write us today.

GOLDEN GAINS.

Gold Coin Cattle Fattener will make your cattle gain as much as 10 to 12 pounds per bushel of corn while the average cattle only gain 6 to 8 pounds without it.

\$200 IN CASH PRIZES. TO FARMERS AND STOCKMEN.

For Photographs of Stock and Poultry.

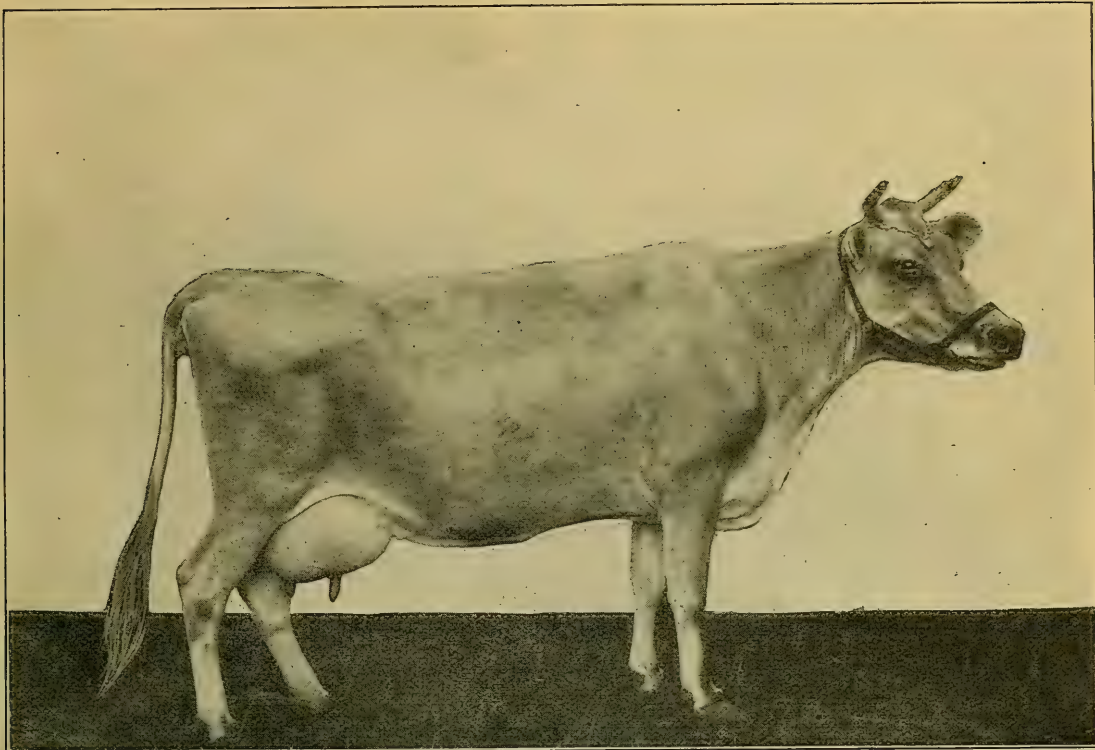
If you happen to have a particularly fine looking animal or fowl of any breed, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of Poultry—will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On back of the photos give breed, weight, age and other information bearing upon the case. State whether or not animals or fowls were fed Gold Coin Stock Food.

Send all photos to

GOLD COIN STOCK FOOD CO.,
Union Stock Yards, Chicago.

Your best friend nowadays is money—the more the better, and make it as quick as you can. Gold Coin Cattle Fattener will make money for you by saving in feed and increasing in profits.

Cows that pay give milk every day. Gold Coin Cattle Fattener makes thousands of these cows.



Prize Jersey Cow—Milk Type.

EXTRA MONEY FOR DAIRYMEN.

If a dairyman can feed his cows a new scientific food that will increase the quantity and quality of milk, at a small cost he is making extra money, is he not? That Gold Coin Cattle Fattener is such a scientific food has been proven and tested over and over again. It will increase the flow and richness of milk in any cow it is fed to. It often doubles and has tripled the flow from cows run-down on milk. To hear of a cow giving from one to five quarts of milk a day extra from the use of half a cent's worth of feed is common. As you can readily see this is a nice little profit over and above the amount of feed used. We want to see YOU use Gold Coin Cattle Fattener and make that extra money—are you ready to try it? No dairy man can afford to be without this "special food" at all seasons of the year. It brings you 15 to 25 per cent extra profits every time you feed it. Take a cow in the best of condition, receiving the best of care and feeding Gold Coin Cattle Fattener may not make as much of a showing in the quantity of the milk as in the richness of it. We guarantee a corresponding increase of butter fats—which is extra money to the dairy man just the same. It keeps the cows free from disease and removes all taint from the milk, cream or butter. It increases the flow of milk on the average of 20 to 30 per cent, makes the milk more healthful for commercial purposes and keeps the cows perfectly healthy. Make a practical test of your own by separating six cows from the others, put them all on the same conditions and feed, except that the first six get a measureful of Gold Coin Cattle Fattener three times a day, and if the first six do not show paying results over the others in increased flow of milk and richness in butter fats we will promptly refund your money. Gold Coin Cattle

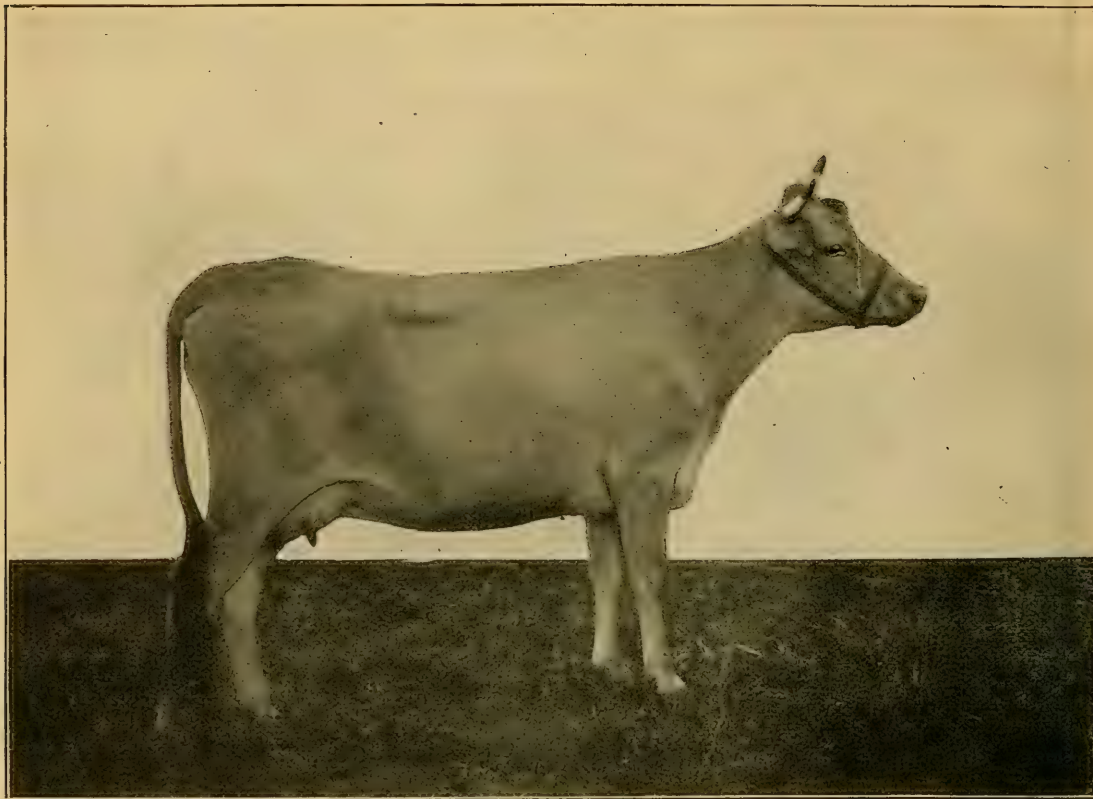
Fattener is claimed by all prominent dairy men to be by far the cheapest and most scientific medicinal food ever prepared for dairy feeding. There is a good reason why Gold Coin Cattle Fattener is the BEST dairy cattle food offered for sale today, because it is compounded and prepared under the direct supervision of an agricultural scientist and stock-breeder. If you are in the dairy business for profits and want to increase your profits, write us regarding our prices for the "FOOD" for "DAIRY CATTLE" in bulk and we will take pleasure in helping you to get started right. We want to see every farmer and stock man make money and we will help you do it.

YOUR YIELD OF MILK.

Not only the health of your cows will be insured, but an increased quantity of milk is absolutely guaranteed to every user of Gold Coin Cattle Fattener. The good appetite and digestion produced by the FATTENER keeps the cows at the highest point of health and vitality. The cows digest everything they eat and turn it into fat, which in milkers goes into cream. As a progressive man you can't afford to feed without this new aid to milk production. It is guaranteed to contain the ingredients which we know stimulates the production of milk. The most scientific feeding for milk production is accomplished when Gold Coin Cattle Fattener is fed a full measureful twice a day. Every pail of Fattener is sold under a guarantee to bring you gains of 15 to 25 per cent or it won't cost you a cent.

AVERAGE GESTATION PERIOD.

Guinea pig, 21 days; rabbit, 30; cat, 50; bitch, 63; sow, 113; goat, 149; ewe, 149; cow, 282; mare, 330; jenny, 365.



Little Maiden, a Most Beautiful Pure Bred Jersey Cow.

Little Maiden, who won the first prize at the Minnesota State Fair, 1903, is owned by Mr. E. A. Smith, Ringwood, Ill. Little Maiden, as can easily be seen from the above picture, is a perfect specimen of the Jersey type. Mr. E. A. Smith is using Gold Coin Cattle Food. Those wishing to invest in pure bred Jersey cattle should write Mr. Smith. His cattle are among the best, and his prices are right. Try Gold Coin Cattle Fattener to increase the flow of milk. It will pay big.

COWS YOU WANT TO FATTEN AND MILK AT THE SAME TIME.

Feed them increased doses of Gold Coin Cattle Fattener and you can do it. They will fatten splendidly with "drying" them up. You not only get a greater quantity of milk and cream, but the animal is sure to be continuously eating and feeding, thus laying on in fat the extra nutrition that is not given in milk. You fatten the animals in a short time and have made the milk extra. Gold Coin Cattle Fattener puts a fine "finish" on fat stock that always brings a higher market value.

Gold Coin Cattle Fattener,

\$3.75 for a large 50-pound tub,

\$2.00 for a 25-pound pail.

Packages for 25 and 50 cents.

The least expensive cattle fattener on the market today. Given in small doses—goes the farthest—and guaranteed to give the best paying results. It is prepared especially for cattle—not for horses and other working animals. Working and racing horses should not be over fat. They should be plump and hard, but cattle and hogs should be as fat as you can make them. Milk cows should give their fat off in milk.

THE COST OF FEEDING GOLD COIN CATTLE FOOD.

FOR CALVES.

At \$7.50 per hundred pounds, and using one pound per month as is usually fed it only costs \$0.07½—and you have improved your calf fully 100, per cent in health, strength and vitality.

FOR MILCH COWS.

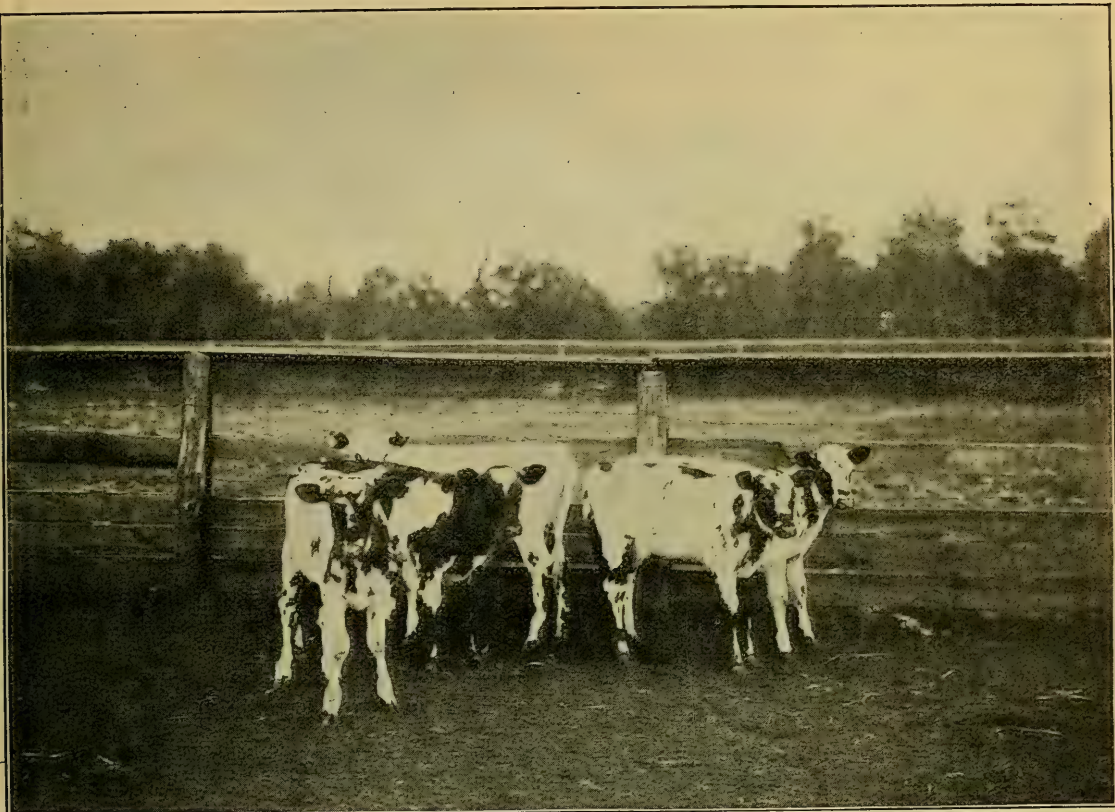
Feeding two pounds a month as is usually done it only costs \$0.15 per month, and you have in all probability doubled your quantity and richness of milk.

FOR FATTENING STEERS.

At \$7.50 per hundred pounds, and feeding two pounds per month as is the rule, it has only cost you \$0.15 per month, and if you do "quick feeding" you have saved a full year and a half of feeding and in 18 months you have a steer of 1,200 to 1,400 pounds.

MAKES MONEY.

It is well known that animals eat so hurriedly that considerable of their food passes through them undigested. Feed Gold Coin Cattle Fattener and they will digest and assimilate all they eat.



A Bunch of Ayrshire Calves.

CALVES ALMOST PURE MONEY.

You can make much larger profits from your calves by the regular use of Gold Coin Cattle Fattener in their milk. Skim milk alone is very poor feed to get good growth from. You should always put Gold Coin Cattle Fattener in it. Some farmers try to raise calves on skim milk but it doesn't pay—such calves are subject to indigestion, scours, lack weight, and are slow in fattening for market. Take a half measureful of Gold Coin Cattle Fattener for each calf and mix it with ground corn, oats and bran scalded in hot water and then add sufficient skim milk and you have a food that is equal to or better than fresh milk, and which will make your calves grow so fast as to astonish you. It costs but very little and gives you fine large calves, weighing more, and ready for the market long before the others. It makes young calves grow rapidly, giving large muscles and large bone-frames, which gives good weight if you sell for veal. If you find that creamery skim milk causes scours or indigestion don't neglect to mix in it a half measureful of Gold Coin Cattle Fattener and some ground grain, as corn meal, bran, oatmeal, etc. It will quickly cure scours. But what is better, your calves won't have scours at all if you feed it regularly from the third or fourth day of age. Gold Coin Cattle Fattener is a remarkable calf grower and fattener. And a trial of the "Fattener" on your calves will quickly demonstrate to you how much more profit can be made by the use of this scientific food, over the old way of feeding. It absolutely prevents skin diseases, scours, weakness, indigestion, keeps

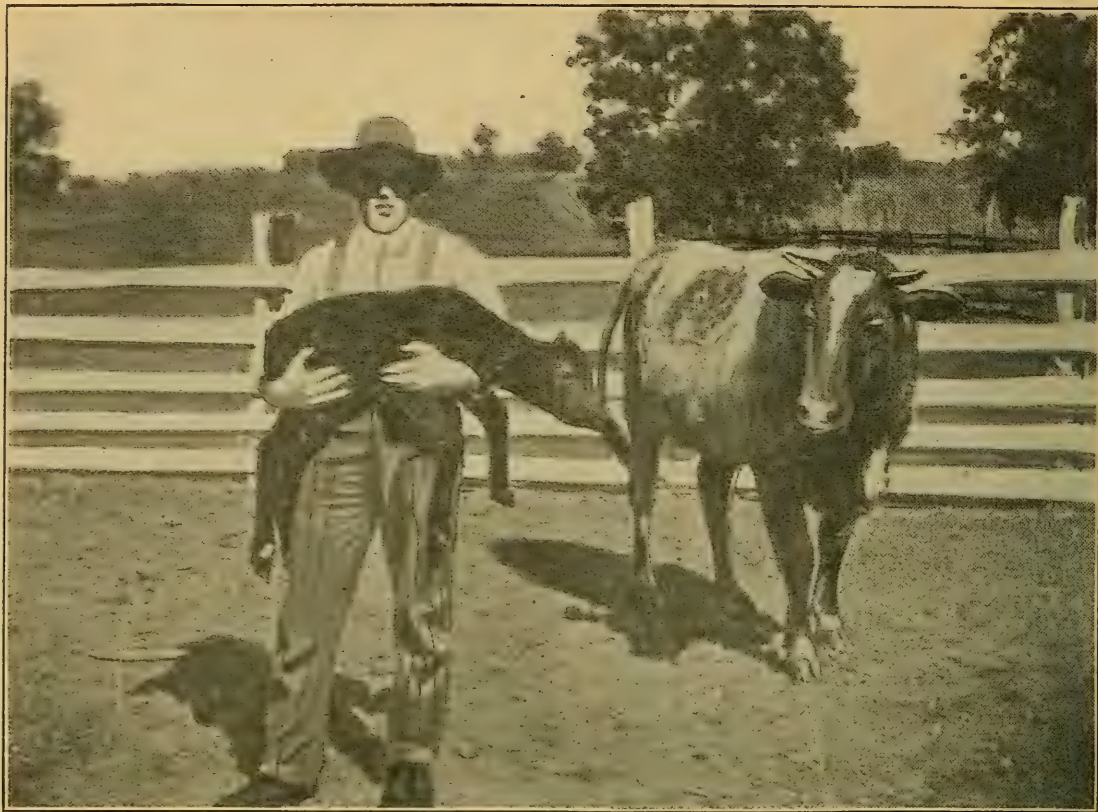
their skin and hair sleek and fine and in every way improves the animal. It is worth its weight in gold. In feeding Gold Coin Cattle Fattener to calves, always mix it with milk and grain. This is the cheapest calf food sold anywhere and has no equal. It keeps calves growing all winter. Give proper care and attention to shelter. We want to see you make extra money on your calves this season, and we are sure you will if you use Gold Coin Cattle Fattener faithfully as directed for calves. Write us direct and test it on our SPOT CASH GUARANTEE.

SCOURS.

Scours is common in calves if improperly or carelessly fed. It is an acute attack of indigestion. Gold Coin Cattle Fattener prevents and cures scours, and quickly puts the stomach, bowels, liver and kidneys in a healthy condition. Don't let your calves get scours, it sets them back and costs you extra money. After the third day begin the use of Gold Coin Cattle Fattener in half measureful doses twice a day and they won't get scours. Try it.

IT PAYS THEM, IT WILL PAY YOU.

If your friends and neighbors use Gold Coin Cattle Fattener and make extra money by it, it ought to, and will pay you too. You can't afford to be behind anybody in your community. Cattle Fattener is easy to use, you simply put a small measureful (about a tablespoonful) of the "Fattener" in the regular feed for your cattle, and it makes them grow, fattens, and puts a fine finish on them in almost half the time. All you need to do is feed the "Fattener" and it will do the rest.



The right way to handle a baby calf.

Your testimonials are always welcome. Mail them to us when ever you can.

Keep your cattle free from Tuberculosis by using Gold Coin Cattle Fattener.

No dyspepsia or indigestion can exist when Gold Coin Cattle Fattener is used.

COW POX—Give Gold Medal Condition Powders as a general tonic.

The American poultry business amounts to \$500,000,000 every year.

Gold Coin Hog Fattener if fed as directed makes full grown hogs in 6 to 8 months; weight 150 to 300.

Gold Coin Hog Fattener makes little pigs grow and big pigs fat.

Gold Coin Hog Fattener is the only exclusive hog fattening food on the market today.

Your testimonials are always welcome. Write us your opinion of our "Food." It will be greatly appreciated.

It makes horses' hair bright, the coat glossy and healthy. Gold Coin Horse Tonic.

It aids digestion, keeps the bowels regular, the water clear and puts the horse in "Condition"—Gold Coin Horse Tonic.

It gives a horse a "fine finish." Gold Coin Horse Tonic.

HIDE BOUND—Gold Coin Horse Tonic cures it every time.

Broken Wind or Heaves relieved by Gold Coin Heave Cure.

Lung Fever and Colds cured by Gold Coin Cough and Lung Cure.

Gold Coin Germ Killer is made of a combination of the BEST disinfectants yet discovered by scientific chemists. It combines in action all the chemical products known as the best Deodorizers, Antiseptics, Vermicides, Insecticides and Germicides—50 gallons ready for use costs only 50 cents. Guaranteed the strongest and best germ killer on the market.

ITS USES.

Hog cholera, chicken cholera. Ring worm and mange. Sheep dip, scab in sheep. Chicken lice and mites. Maggots, fleas, foot rot. Bots, horn flies, screw worm. Thrush, old sores, ulcers. For disinfecting out houses, barns, hen houses, pig pens, etc.

FOR GENERAL PURPOSES.

Use it to disinfect sinks, drains, water closets, urinals, and to kill bed bugs, cockroaches, ants, and as a disinfectant in the sick room, for contagious diseases, etc.

Gold Coin Cattle Fattener prevents scours in calves. They will grow twice as fast and look sleek and pretty.

It costs more to keep a losing cow than a paying one. Gold Coin Cattle Fattener will make her a payer.

Send us your testimonials after you have tried Gold Coin Cattle Fattener, we greatly appreciate them.



A Herd of American Buffalo. (The Animal at the Extreme Right Is a Half Buffalo.)

This herd of Buffalo (23 in the herd) belongs to Mr. J. J. Hill. They are kept on his farm near St. Paul, Minn. The plan of crossing them with Galloway cattle has been tried, and the bunch of Buffalo-Galloway anomalies seen on the next page shows that the experiment has proven successful. It is done with no special reason, other than to help preserve, at least, a strain of the blood of our noble American Buffalo, which is rapidly becoming extinct. The young Buffalo-Galloway crosses are very interesting creatures to look at. Their coats are long and shaggy, jet black in color and making a fine fur. While they retain the mental and cutaneous features of the Buffalo they resemble their Galloway mother more in conformation.

IT KEEPS CALVES FREE FROM SCOURS.

Feed it in skim milk (a half measureful to each calf) for the first week. After that use a full measure in a mixture of skim milk, shorts and full measureful of Gold Coin Cattle Fattener. Try that on your calves—they will come out wonderfully sleek and finished, and sell for a good profit. The feed has cost you nothing and you have saved your cream.

YOU RUN NO RISK.

Buying Gold Coin Cattle Fattener; it is guaranteed to give you paying results or money refunded. Most stockmen say it brings them 25 to 50 per cent more profits.

Gold Coin Cattle Fattener is good for sheep also.

No farmer or stockman can afford to feed a single day without including Gold Coin Cattle Fattener in the feed. It either fattens, or increases milk every time you give it. You can't feed it to an animal regularly without making you an increase of from 15 to 25 per cent profit in some way.

We want you to make a test of this wonderful food for yourself either on two different lots of cattle or on your whole herd and watch the difference.

GOOD "FINISH" ALWAYS WANTED.

There is nothing like Gold Coin Cattle Fattener for "evening up" animals, it makes them plump, fat and sleek. "Finish" counts a great deal to the buyer. Visit our stock yards in the large cities and see how quickly the cattle of fine "finish" are snapped up even though they have to pay a little extra for them.

DON'T CLASS OUR FOODS.

Don't class our "Foods" with the many inferior preparations now on the market. Ours is composed entirely of high-grade ingredients. It is blended and compounded under the direct supervision of an expert agricultural chemist. Cattle raisers repeatedly report that our "Food" succeeds where others fail. We can easily understand this because we have analyzed every Stock Food and Condition Powder on the market, and find that none of them contain the valuable ingredients that ours does. The remarkable success of Gold Coin Cattle Fattener is due to the fact that we have spared no expense in making this the leading Cattle Food for cattle. We take pride in hearing that it succeeds where others fail, and that cattle raisers, too, are restocking with Gold Coin Cattle Food in place of other brands, and are getting much more profitable results. It keeps all cattle in a healthy, profitable condition.

WE WILL ALWAYS BE GLAD TO PRINT YOUR TESTIMONIALS.

SEND THEM TO US BY MAIL.

After using "Gold Coin Food" such good results are usually obtained that almost always every farmer or stockman has something to say about its great merits.

We greatly appreciate your testimonials.

Send them whenever you can, in regard to the Food or any of our preparations. We will always endeavor to return the kindness in courteous dealing and many other friendly ways. Some other farmer, or stockman, may read your printed testimonial in our stock book or paper, and thus he will be put in a way to save a great deal of money, and will always thank you for your kindness. Gold Coin Food keeps the kidneys in good action, the water clear and cools the blood of all animals. It is the best food on Cash Guarantee.



Buffalo-Galloway Crosses. (See page 33.)

Some of these crosses have horns, and others do not. The central figure is a good illustration of those with horns. The attitude he has taken, one foreleg raised, is very characteristic of the Buffalo. They also inherit the trait of bunching together like the Buffalo, and possess the same dull, listless expression of the face.

FACTS ABOUT FEEDING "GOLD COIN FATTENING FOODS."

If you will compare the number of feeds per pound, you will see that our food goes farther than any other food on the market.

ITS SUPERIOR MEDICINAL VALUE

makes it a food that need not be fed in large doses. A small dose scalded or made wet and mixed with the regular feed is all that is needed. It does the work and that is what you want. You cannot afford to buy cheap foods that have to be given by the scoop-shovel. No results can be obtained by cheap stock foods, because they don't contain the proper ingredients. The tonic effect of Gold Coin Fattening Food aids digestion and assimilation turns food into blood, keeps the water clear, strengthens the kidneys and liver, so that every grain eaten will give the animal the most possible nutrition. Gold Coin Food is the blood, bone and flesh builder. It is sold only on Cash Guarantee, and we agree to refund your money in every instance if paying results are not obtained. Gold Coin Foods have the largest sales in the world today, and are increasing every year.

SPRAINS of all kinds on man or beast cured with Gold Coin Healing Oil.

Strains of ligaments or muscles can always be cured by rubbing the part twice a day with Gold Coin Healing Oil.

Sprain of the Suspensory Ligament can usually be quickly cured by bathing the leg freely with warm water and drying gently with a rough towel rubbing downward, and then applying Gold Coin Healing Oil, thoroughly rubbing it in with the hand.

MILK COWS GIVE MORE MILK.

Cows simply have to give more and richer milk when fed on Gold Coin Cattle Fattener—why? It prevents waste of undigested food through the bowels. It makes most all the food they eat turn into milk and cream. It prevents bloody milk, weakness of bladder and kidneys and helps to prevent diseases.

3 Feeds a day of Gold Coin Cattle Fattener fed to an Animal and it CAN'T Be Thin, Poor and Rough.

You cannot compete with the farmer who uses Gold Coin Cattle Fattener unless you do the same. He saves 15 to 25 per cent in feed and gets his steers to market earlier. His cows give more and richer milk, his calves grow and fatten quicker and the cost of Gold Coin Cattle Fattener is practically nothing—4 to 8 cents a month. Can you afford to spend cents to make extra dollars?

Five to seven thousand extra pounds can be put on a herd of fifty steers—extra money for you. Use Gold Coin Cattle Fattener.

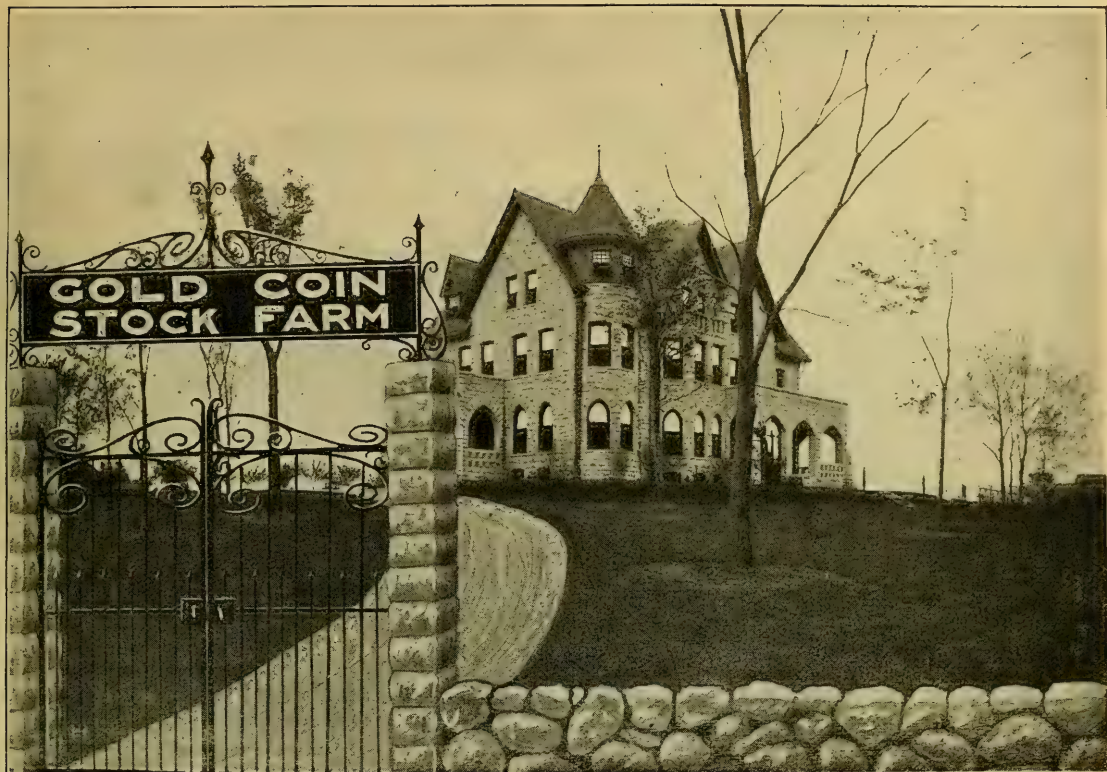
Gold Coin Cattle Fattener is made to fatten quickly.

Gold Coin Cattle Fattener will make you extra money.

Gold Coin Cattle Fattener makes calves grow.

Gold Coin Cattle Fattener and skim milk is as good as new milk for calves.

Skim milk and a measureful of Gold Coin Cattle Fattener is as rich and nourishing for a calf as fresh milk.



The Gold Coin Livestock Record Building on the Gold Coin Stock Farm, located 2½ miles north of Port Washington, Wis. The sole purpose of the farm is for the culture, scientific feeding and breeding of stock.

GOLD COIN STOCKFOOD CO'S GREAT STOCK FARM.

All our stock on our big stock farm (known as the Gold Coin Stock Farm) are fed Gold Coin Foods every day. We know the great value of these **FOODS** and make enormous profits yearly, from their regular use. We wish every farmer knew their value as we do. They would all make 25 to 50 per cent more profit every year.

As well as being the largest "Fattening Food" manufacturers in the world, we control the finest combination Stock Farm and Culture Station in the world. Our famous Jersey bull, "Cup-Bearer XXXX," is kept here, with many other fine registered cattle and horses. Our immense practical experience in feeding, and our direct knowledge of the great profit-making power of the "foods" enables us to say that it will pay any farmer or stockman to begin its use at once.

GOLD COIN HORSE TONIC.

Only 5 Feeds for a Cent.

Increases the value of a horse 50 per cent.

CURB:—The thickening callus can be removed by Gold Coin Healing Oil.

To cure Wind Galls use Gold Coin Resolvent.

Calking or Treading often injures the feet; cure the sores with Gold Coin Foot Remedy.

Gold Coin Healing Oil cures Chapped Hock or knee. Try it. It's good for hundreds of other things.

ENDORSED BY ENGLISH COACHMAN AND HORSE BREEDER.

GOLD COIN STOCKFOOD CO.,
Chicago, Ill.

Gentlemen: I have used your Horse Tonic with great success on four coach horses which I have in charge. The horses always go after their oats better when the "Horse Tonic" is in it. There is something in it which the horses like and which gives them much better energy and speed. One horse, which never had a good coat, is now becoming glossy and shiny, and is improving in every way. I notice in the droppings that the horses digest their oats and other feed better when given Gold Coin Horse Tonic.

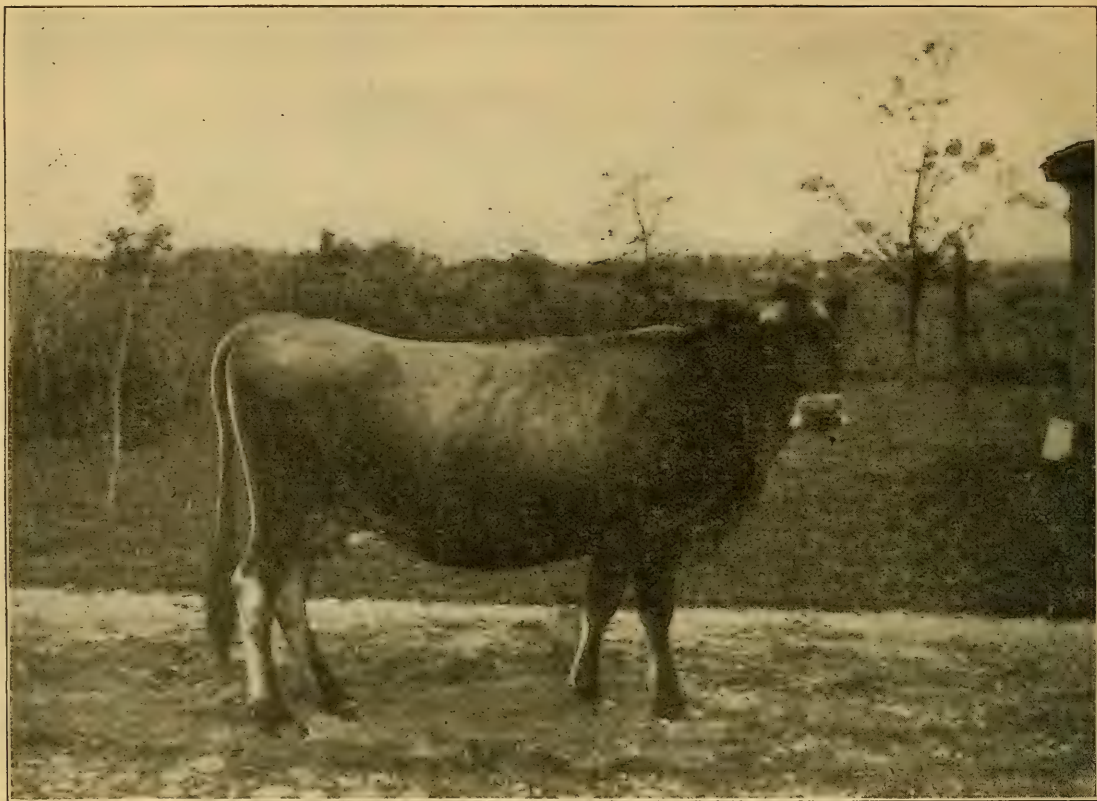
I have had charge of horses for such famous horse firms as the Pabst Stock Farm and the Heyland Stock Farm, where Russian and German coach horses and trotting-bred stock were a specialty, and can say from experience that Gold Coin Horse Tonic is far ahead of any stock food I have ever tried.

Enclosed find order for another one hundred pounds (100 lbs.), and please ship it promptly as I am nearly out. I am a firm believer in good stock foods and am satisfied that coach and trotting horses are benefited by it, as well as working or farm horses.

Signed—

NORMAN POLK,
Milwaukee, Wis.

FOR CHAPPED ELBOW:—Bathe with Gold Coin Healing Oil. It is the cheapest and best article of its kind on the market.



A Type of the Pure Bred Jersey Kept at the Gold Coin Culture Farm.

OUR GREAT CASH GUARANTEE.

Every preparation we have on the market is backed by the strongest Spot Cash Guarantee. We offer \$1,000.00 if we ever refuse to refund money when our preparation fails to bring paying results. We know of no other concern doing business on a guarantee policy; but we know so well what our Foods and Remedies will do that we can always and are always willing to say that "your money will be cheerfully refunded if any of our preparations fail." And we stand by it, and back it with a strong Cash Capital. In dealing with us you will always know that you will be treated honestly. If anything is not just as you understood it to be, write and let us know and we will make it right, or refund your money without argument.

IT NOT ONLY GIVES YOU MORE MILK,

But it keeps the cow constantly on the feed, thus keeping her plump and well—which always enriches the milk—cream—butter—money. Gold Coin Cattle Fattener is absolutely guaranteed to increase your profits 15 to 25 per cent—can you afford to throw aside so fair an offer? No. But begin trying it at once. Write us, we want to see you make extra money this year, and will be glad to help you.

CATTLE.

Without Gold Coin Cattle Fattener 15 bushels of corn will not go as far as 9 bushels when Gold Coin Cattle Fattener is used with it.

You take nine or even eight bushels of corn and combine it with Gold Coin Cattle Fattener, and it will go as far as fifteen bushels of corn without it. Isn't that a paying result to start

with; to say nothing of the improved condition of the animal, made by the action of the great food upon the blood, stomach, liver and kidneys?

WE WILL ALWAYS BE GLAD TO PRINT YOUR TESTIMONIALS.

SEND THEM TO US BY MAIL.

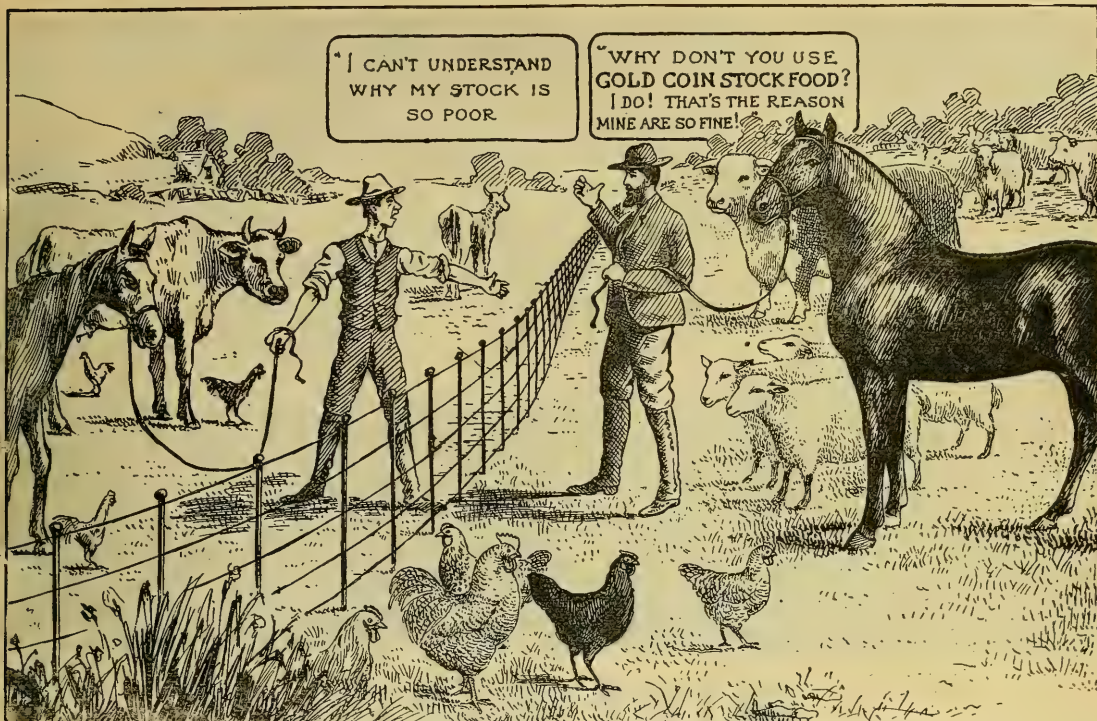
After using Gold Coin Cattle Fattener such good results are usually obtained that almost every farmer or stockman has something to say about its great merits.

We greatly appreciate your testimonials.

Send them whenever you can, in regard to the Food or any of our preparations. We will always endeavor to return the kindness in courteous dealing and many other friendly ways. Some other farmer, or stockman, may read your printed testimonial in our stock book or paper, and thus he will be put in a way to save a great deal of money, and will always thank you for your kindness. Gold Coin Cattle Fattener keeps the kidneys in good action, the water clear and cools the blood of all animals. It is the best food sold on Cash Guarantee.

FEED IT TO YOUR COWS BEFORE CALVING.

It greatly improves both the cows and the calves. The benefits derived will be shown in the ease of "dropping," the plump, healthy condition of the calf, and excellent condition of the mother after delivery. Don't let any of your cows "come in" without using Gold Coin Cattle Fattener for a time. It will increase your profit, both in milk and veal. It prevents slinking.



Gold Coin Stock Foods and Remedies Make Poor Farmers Rich.

WHAT "GOLD COIN CATTLE FATTENER" DOES: (See below.)

By Quick Fattening It
Makes you 15 to 25 per cent extra profits every year.

It Makes skim milk for calves
As good as New Milk—and prevents scours.

It Only Costs 6 Feeds for a Cent.
Makes calves grow fast and fat.

It Fattens Calves,
And makes skim milk as good as new milk.

It Is the Great Grain-Saver.
Makes extra money for you every year.

It Expels the Worms
And regulates the stomach and bowels.

It Is the Great Milk Maker.
Makes more milk, cream and butter—money.

It Makes Calves Grow.
Larger calves—more weight—more veal—more money.

It Makes You Extra Money.
It prevents disease, and makes more rich milk.

It Is the Great Grain-Saver.
Fattens quickly on less feed—more profit.

It Is the World's Greatest Fattener.
Shortens the fattening period 30 to 90 days.

It Only Costs 6 Feeds for a Cent.
Keeps Cattle Healthy, smooth and glossy—try it.

It Makes Calves Grow Fast.
Gives large bone and muscle—weight.

It Is the Great Feed-Saver.
Makes more milk on less grain—money.

It Is the Great Fattener.
Makes steers fat and big for market.

It Keeps Cows Healthy.
Thus giving stronger and healthier calves.

It Is the Great Feed Saver.
Makes 15 to 25 per cent more profit on your milk.

GOLD COIN CATTLE FATTENER.

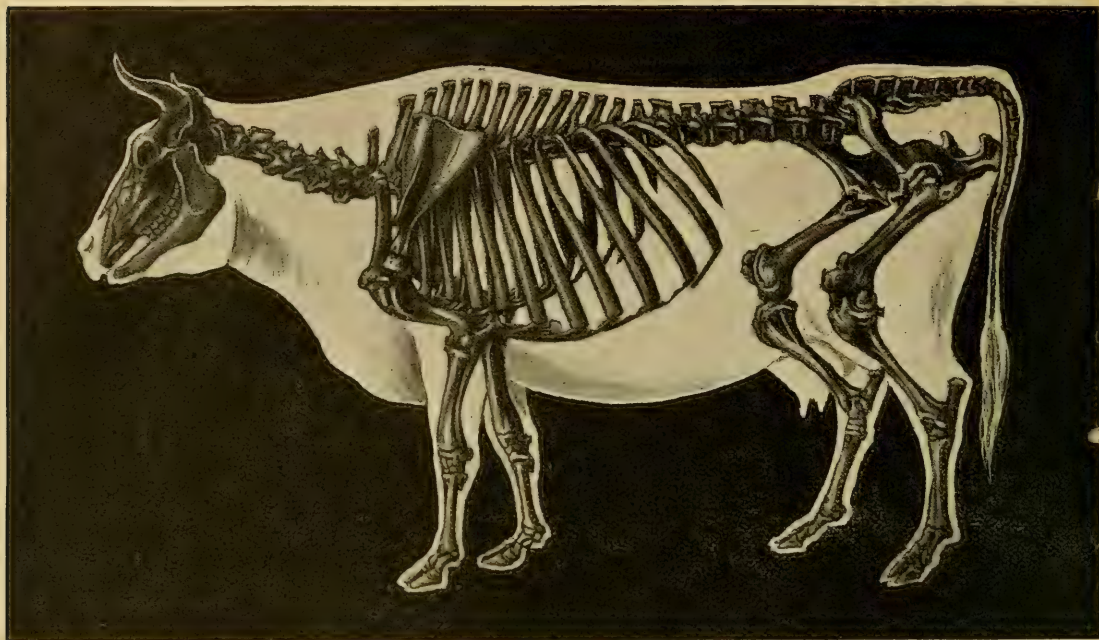
Should be fed to bulls.
They will get stronger and better calves.

GAINS ARE YOURS, LOSSES ARE OURS.

We claim, and thousands of other practical cattle raisers claim, that Gold Coin Cattle Fattener saves from 15 to 25 per cent, some say 50 per cent, in feed and increased profits. If it fails to bring you these paying results your money will be refunded. Here is the chance for you to test Gold Coin Cattle Fattener on the basis of a money maker to you. We stand the loss if it fails, you get the profits if it wins. Can't you see that any Fattener offered on such a proposition must be a winner? Write to us and test it.

PRIZE BULLS AND STEERS.

If you are getting ready for the Fair or show ring, feed the cattle 2 measurefuls of Gold Coin Cattle Fattener three times a day. Their coats will show like satin and make them look pictures of beauty and health.



CATTLE DISEASES.

ABORTION (SLINKING.)

The cow is almost the only animal that has to give milk during the wearing period of pregnancy (carrying the young). She has not only to give milk for the profit of her owner, but she has to supply nourishment to her unborn calf. What an immense amount of work is put upon the cow's digestive organs. Many cows are not able to stand this strain unaided. Thus, it will be seen that the cow needs a specially prepared medicinal food to fit her peculiar case; something that will cure all stomach disorders, give strength to the unborn calf and prepare the organs for the coming strain of calving and heavy milking. This is what Gold Coin Cattle Fattener does. It promotes digestion and formation of fat.

As soon as a cow is with calf, the stomach takes on increased sensitiveness and is easily affected by foul odors. It is claimed that cows which are with calf in the same stable with the slinking cow, smell its discharge and sometimes they all abort or slink.

We and many other veterinarians and agricultural scientists believe it is due to a germ, but whatever the cause may be, it matters little so long as a positive cure is known.

If this trouble is already in your herd, you should at once feed two measurefuls of Gold Coin Cattle Fattener twice a day to all that have aborted—the aborting or slinking usually happens at about 7 months, but even in cases where it has happened as early as 5 months, Gold Coin Cattle Fattener has brought the animal up to a large yield of milk, besides putting her in the right condition to prevent slink next year. If your cows are subject to slinking, Gold Coin Cat-

tle Fattener will save you hundreds of dollars. A cow that slinks is worth less than half price. Cows that slink once are likely to slink again, if this is not cured.

It is as foolish to condemn and sacrifice a good cow because she has lost a calf, as it would be to throw away a watch because it stopped. The cow must be cured and built up again. Feed Gold Coin Cattle Fattener, two measurefuls twice a day until she is in good condition, then feed her one measureful twice a day. All cows should be given Gold Coin Cattle Fattener twice a day. It aids digestion and increases the flow of milk. The milk is richer and the cow is kept in better condition for calving. Many dairymen claim that Gold Coin Cattle Fattener fed twice a day all the year around almost doubles the yield of milk. Write to us and test it yourself.

BARRENNESS (FAILURE TO BREED).

The best cow in the world is worth only her price in beef if she will not breed. Barrenness is usually due to inflammation around the mouth of the womb. This may cause unnatural "heat" and will take the bull any time. Or it may be that she will not come in "heat?" Gold Coin Cattle Fattener contains three ingredients which act directly on the procreative organ. It is foolish to waste time on a barren cow. Feed her Gold Coin Cattle Fattener regularly two measurefuls twice a day. If this does not cure her in a reasonable time the trouble is probably due to deformity of the internal organs. In that case you had better feed her Gold Coin Cattle Fattener in large doses and get her as fat as possible and sell her for beef.

GOLD COIN CATTLE FATTENER

The Dairyman's Friend.

Makes the milk rich, and more of it.

GOLD COIN CATTLE FATTENER

The Great Feed-Saver.

Saves half the time in cattle fattening.

CATTLE DISEASES--CONTINUED.

"EVERY FARMER SHOULD KNOW HOW TO CURE HIS OWN STOCK."

RETAINED AFTER BIRTH (FAILURE TO "CLEAN").

Slinking and failure to "clean" all come from the same cause, that is, the weakness of the womb and internal organs.

Never resort to the inhuman method of tying a weight to the exposed portion of the after birth. Feed the cow 4 measurefuls of Gold Coin Cattle Fattener three times a day. The cow should have been fed Gold Coin Cattle Fattener all along before calving and this trouble would not have happened. It gets the female organs in perfect working order for calving. Her health is better and she is well prepared to start out on her milking season. We guarantee that it will pay you to use Gold Coin Cattle Fattener in your whole herd all the year around. Use it for fattening your calves, steers and to make your cows give more milk and richer. You test it. If it fails, the price will be refunded.

MILK FEVER.

This terrible disease usually only comes after a cow has had 3 or 4 calves, and when it is full grown and becomes a great milker. If any of your cows have this dangerous trouble feed three measurefuls of Gold Coin Cattle Fattener three times a day. Always feed your cattle the Gold Coin Cattle Fattener regularly and it will prevent this trouble at calving time. Gold Coin Cattle Fattener costs so little, and besides is guaranteed to bring paying results, that every farmer and dairyman should feed it with the regular diet twice a day. It will increase the flow of milk and the richness of it. Test it yourself on our Spot Cash Guarantee.

CAKED BAG OR UDDER.

Never use plugs or tubes, they are dangerous and harmful, and they never cure the disease. Do not give up a good cow—it is always a good cow that has these troubles—until you have tried our method. In no disease does Gold Coin Cattle Fattener act with such perfect satisfaction. Give three measurefuls of Gold Coin Cattle Fattener in soft feed three times a day and apply Gold Coin Cattle Healing Oil twice a day. The hard bunches will gradually soften and disappear. It pays to use Gold Coin Cattle Fattener all the year around and prevent all these diseases. Remember any disease is a setback to a good milker. Not only will disease be prevented but your milk yield will be greater and richer if your cows get Gold Coin Cattle Fattener regularly in their feed. It will increase your profits in beef, milk and butter 15 to 25 per cent. Gold Coin Cattle Fattener is guaranteed to bring you paying results. You can test it on our Cash Guarantee.

SCOURING COWS.

When this annoying trouble attacks your milk cows it causes great loss of milk. If it is not checked the cows lose flesh and strength until they are hardly able to stand alone. This is very dangerous, as disease germs find easy access into the system. It is the forerunner of tuberculosis (consumption).

GOLD COIN CATTLE FATTENER

The Dairyman's Friend.

Makes extra money for him every year.

A change for the better will soon be noticed if you will feed three measurefuls of the Gold Coin Cattle Fattener three times a day. Mix it up with grain feed. See that the cows have clean water. Gold Coin Cattle Fattener not only brings a sure cure, but it leaves the cow in good condition. Use Gold Coin Cattle Fattener regularly. Your milk yield will be increased and richer. It is guaranteed to bring you paying results. Use it yourself, on our Spot Cash Guarantee. The profit it wins will be yours; if it fails we stand the loss.

SCOURS IN CALVES.

Scouring is the worst thing about raising calves. They would not scour if their digestive organs were right. Remember it is what they digest, not what they eat, that makes bone, muscle and fat. Calves with scours cannot grow fast and develop strong internal organs for future milk production. If the trouble is neglected or checked by wrong methods you can be sure that calf will never make a perfect dairy cow. From the day they are born, calves should be fed a half measureful of Cattle Fattener twice a day in their milk, and when they are two weeks old, give them a measureful of the Fattener twice a day. The growth of these calves will astonish you. Their perfect digestion makes them grow almost twice as fast and their good health makes them sleek and pretty as a picture. The quick growing and easy fattening that can be done by the aid of Gold Coin Cattle Fattener makes veal raising very profitable. Write us and use Gold Coin Cattle Fattener as your calver. Test it on our Cash Guarantee.

CONSUMPTION (TUBERCULOSIS).

Consumption is more common in cattle than in any other animals. Consumption in cows, just as in people, is due to the consumption germ. There is low fever, scours, falling off in flesh and more or less cough. Every living creature breathes into its lungs, with every breath, thousands of these germs, and yet most escape this disease. The reason is simple enough. The consumption germ can only live when it gets into a body that is too weak and run down to resist its growth. Many a cow is killed because she is simply run down. The case is not consumption at all, or only in the first curable stage. In the advanced stage consumption cannot be cured and you are running a great risk in using the milk. As the prevention of consumption depends on good health and strength to resist the germs, this dread disease is easy to prevent. Keep the digestive system in good condition with Gold Coin Cattle Fattener. Feed all run down cattle 2 measurefuls three times a day with their grain and soft feeds. It will build them up wonderfully and quickly. IT KEEPS CATTLE HEALTHY.

TEXAS FEVER OR SPLENIC FEVER.

It is due to a germ which enters the blood and breaks up the red corpuscles. In this it resembles malaria in people. The disease originates in the low lands of Mexico and Texas. It is contagious and very dangerous. It is brought into a com-

(Continued on next page.)

GOLD COIN CATTLE FATTENER

The Great Feed Saver.

Makes extra money for the cattle-raiser.

CATTLE DISEASES--CONTINUED.

FARMERS WHO KNOW HOW TO TREAT AND CURE THEIR OWN STOCK SAVE MANY DOLLARS EVERY YEAR.

TEXAS FEVER--CONTINUED.

munity by Texas cattle being brought into or even passing through. Always begin the prompt use of three measurefuls of Gold Coin Cattle Fattener three times a day in all new cattle you buy. Keep this up for two weeks, then feed one measureful twice a day, the same as you do all your cattle. Gold Coin Cattle Fattener will prevent diseases. And more, it will increase your milk and beef. It is guaranteed. Your money refunded if it fails. It is the biggest money-maker ever discovered in the cattle business. If you are raising cattle for beef it will make you enormous profits. Test it yourself on our Spot Cash Guarantee. All we ask is a fair and honest trial.

Note—In all contagious diseases, always remove the sick cows and thoroughly clean out the stable and disinfect thoroughly the mangers, walls and floor with Gold Coin Germ Killer, 4 tablespoonfuls to the bucket of water. Use it freely in the quarters of the sick cattle every day.

DYSPEPSIA, OR OFF FEED.

The digestive organs of a good milker are worked to their utmost every day and night. No wonder good milkers often get "off-feed" unless they have some aid to their digestion. Give the cows that are "off-feed" three measurefuls twice a day of Gold Coin Cattle Fattener until well again. Can you see now that it pays to feed Gold Coin Cattle Fattener regularly? Every day your cow is "off-feed" you lose money. But not only is Gold Coin Cattle Fattener guaranteed to prevent disease, it also makes food digestion and increases the milk yield. If you are feeding for fattening you know a dyspeptic can't lay on fat quick enough. In fattening your profit lies in saving feed. Gold Coin Cattle Fattener will save you 15 to 25 per cent. Remember it is what your cows digest, not what they eat, that makes beef and milk. Every man in the cattle business should know the great value of this Cattle Fattener. Test it on our Spot Cash Guarantee. Write to us, all we ask is a fair and honest trial.

CATARRH OR BRONCHITIS.

Catarrhal conditions equally indicate a weakened state of the system. One animal in good health can stand exposure better than a weak and run down cow. Give the sick ones warm shelter and give them two measurefuls of Gold Coin Cattle Fattener in hot ground feed three times a day. Feed all your cattle Gold Coin Cattle Fattener every day and they will have stronger constitutions, better health, and so they will give more milk and keep in fine condition all the winter. Gold Coin Cattle Fattener helps digest the feed they eat, thus keeping up the bodily warmth and strength. It pays to use Gold Coin Cattle Fattener all the year around. It is guaranteed to bring you paying results. It is easy for us to do this because thousands of farmers claim it makes them 50 per cent more profit above common

GOLD COIN CATTLE FATTENER

6 Feeds for a Cent.

Keeps cows healthy and makes more milk.

feeding. Not only is milk, butter and beef increased by Gold Coin Cattle Fattener, but all are improved, the milk is richer, the butter has a finer flavor and the beef of Gold Coin Cattle Fattener fattened cattle often commands a premium on the market. Write to us and use it on our Cash Guarantee. Price refunded if it fails.

CONTAGIOUS PNEUMONIA.

This is very fatal and dangerous to your whole herd. There is fever, shivering, the hair rough and back arched. Breathing is short and quick. Pain to pressure over the lungs. If you are not arranged so you can place the sick ones in a separate barn you had better kill them and burn their carcasses. Clean out the cow stable thoroughly and disinfect the mangers, walls and floors with Gold Coin Germ Killer 4 tablespoonfuls to each bucket of water. Disinfect the quarters in which you keep the sick cattle thoroughly every day. Give the sick ones 4 tablespoonfuls of Gold Medal Condition Powders three times a day (use Gold Coin Cattle Fattener until you can get Gold Medal Condition Powders if you have none on hand). Feed the well cattle 2 measurefuls of Gold Coin Cattle Fattener 3 times until you have this dread disease wiped out.

ANTHRAX--BLACK LEG--BLOODY MURRAIN.

This is due to a germ. It is fatal to cattle and people, and therefore, cattle must be handled with care. The blood turns black, and will not coagulate, thicken. Take the sick cattle out of the stable and clean it out thoroughly, then disinfect the mangers, walls and floor with Gold Coin Germ Killer, 4 tablespoonfuls to the bucket of water. Leave the well cows in the pasture only a half a day and give hay and straw. Give them all 2 measurefuls of Gold Coin Cattle Fattener three times a day until the disease is wiped out. To the sick ones give 3 measurefuls (tablespoonfuls) of Gold Medal Condition Powders three times a day. If you have no Gold Medal Condition Powders on hand use Gold Coin Cattle Fattener until you can get it. Give them each a teaspoonful of Gold Coin Germ Killer in a pail of water to drink each day. Give them all the pure water they want to drink. Keep the quarters in which you keep the sick cows thoroughly disinfected with Gold Coin Germ Killer, 4 tablespoonfuls to the bucket of water.

COW POX.

Cow pox is similar to small pox in people. It means a regular course of 15 to 20 days. Give 3 measurefuls of Gold Medal Condition Powders three times a day to keep up the constitutional strength and keep the blood clean. If you have no Gold Medal Cattle Condition Powders

(Cure of Cow Pox continued on next page.)

GOLD COIN CATTLE FATTENER

Keeps Cows Healthy.

Makes them better breeders, increases milk
We guarantee Gold Coin Cattle Fattener to make your milk-cows give more milk, and that it will be richer in cream.

DISEASES OF CATTLE—CONCLUDED.

CURE YOUR STOCK YOURSELF WITH GOLD COIN REMEDIES.

COW-POX—CONCLUDED.

on hand use Gold Coin Cattle Fattener until you can get it. People can contract this disease from cows, when it is called varioloid. Separate the sick cows and disinfect the cow stable, mangers, walls and floor with Gold Coin Germ Killer, 4 tablespoonfuls to the bucket of water. Give the well cows two measurefuls of Gold Coin Cattle Fattener three times a day. Your cows will be less liable to this and all germ diseases if fed Gold Coin Cattle Fattener regularly. It prevents disease by strengthening the constitution. It makes your cows give more and richer milk, and gives the butter a fine flavor. It saves you 15 to 25 per cent in fattening cattle for beef and gets them ready for market several months earlier. Every pound of Gold Coin Cattle Fattener is sold on a guarantee to be a money-maker to you. Price refunded if it fails.

LUMPY JAW.

Actinomycosis or lumpy jaw is due to a micro-organism. A lump always forms and may swell to an enormous extent. Lumpy jaw is very dangerous to care for, as it affects people, when it usually proves fatal. Meat of animals with lumpy jaw is not fit to eat. Begin treatment promptly. Don't wait until the animal is sick and dying or nobody can guarantee a cure. Gold Coin Lumpy Jaw Cure is guaranteed. Feed the sick cow 3 measurefuls of Gold Medal Condition Powders three times a day. All your cattle should have Gold Coin Cattle Fattener regularly to keep their constitutions strong and be more able to resist diseases. Not only is it guaranteed to prevent disease, but it will increase your profits in milk and butter and beef 15 to 25 per cent. We can easily guarantee you paying results when thousands of farmers, dairymen and stockmen claim it makes them 50 per cent more profit by feeding Gold Coin Cattle Fattener all the year around. We want you to test it yourself on our Spot Cash Guarantee.

RED WATER.

Red, black or high-colored urine indicates disease of the kidneys or bladder. The coloring may be due to blood, iron or albumen. Give the animal 3 measurefuls of Gold Medal Condition Powders three times a day. It has special action on the kidneys and bladder. If you have no Gold Medal Condition Powders use Gold Coin Cattle Fattener until you can get it.

TAINTED AND BITTER MILK.

Taints that appear in milk, cream, butter and cheese may be due to certain herbs or weeds eaten by the cow, to a certain germ, to odors in the milk room, or usually to a derangement of

the digestive organs. Set the milk of the cows separate and find out which cow is infected, or if it is in the whole herd. If it is due to any derangement of the cow's digestion Gold Coin Cattle Fattener fed three measurefuls three times a day will quickly remove the taints. Gold Coin Cattle Fattener costs so little per feed that it pays to use it all the year around and keep your milk sweet and rich. The cows that pay give you good milk every day. It costs money to feed cows and it is throwing money away to feed sick ones.

GOLD COIN CATTLE FATTENER

The Famous Fattener.

Lays on heavy fat and flesh.

MONEY! MONEY!! MONEY!!!

A good little bunch of money is in store for you, if you can quickly and cheaply pile on 75 to 100 pounds of extra fat to each of your cattle just before going to market. The buyers pay just as much for fat as for lean, and this extra fat has cost you almost nothing to put on. Gold Coin Cattle Fattener is prepared especially for that purpose. It prevents every possible waste, and uses up every kernel of grain they eat, allowing no waste or undigested food to pass away in the offal. The digestion in the stomach and bowels is so stimulated and increased that everything is digested and turned into fat, and it gives a good finish to cattle, which is always attractive to buyers. If you have never used Gold Coin Cattle Fattener, write to us and get a package or pail and test it on our guarantee.

TO INCREASE THE MILK.

The more your cows will eat and digest the more milk you will get and the richer it will be. You put a fertilizer on your ground to produce a larger crop. The cows' milk organs can manufacture milk just according to how much material they can take care of. Gold Coin Cattle Fattener aids the digestion and enables the cow to turn what she eats into milk and fat (cream) with ease. It is the greatest milk producer ever discovered. Many dairymen claim that it increases their profits 50 per cent and more. Everybody should use Gold Coin Cattle Fattener. It doesn't matter if you have one cow or one hundred, it will be a money saver to you. Write to us and use on our Spot Cash Guarantee, and if it does not bring you paying results, the price will be refunded.

WE WANT YOU TO MAKE MONEY.

We want to see you increase your profits, we have seen Gold Coin Cattle Fattener tested so many times we know it will do just what we guarantee. We positively guarantee that you can increase your profits 15 to 25 per cent by using the Gold Coin Cattle Fattener

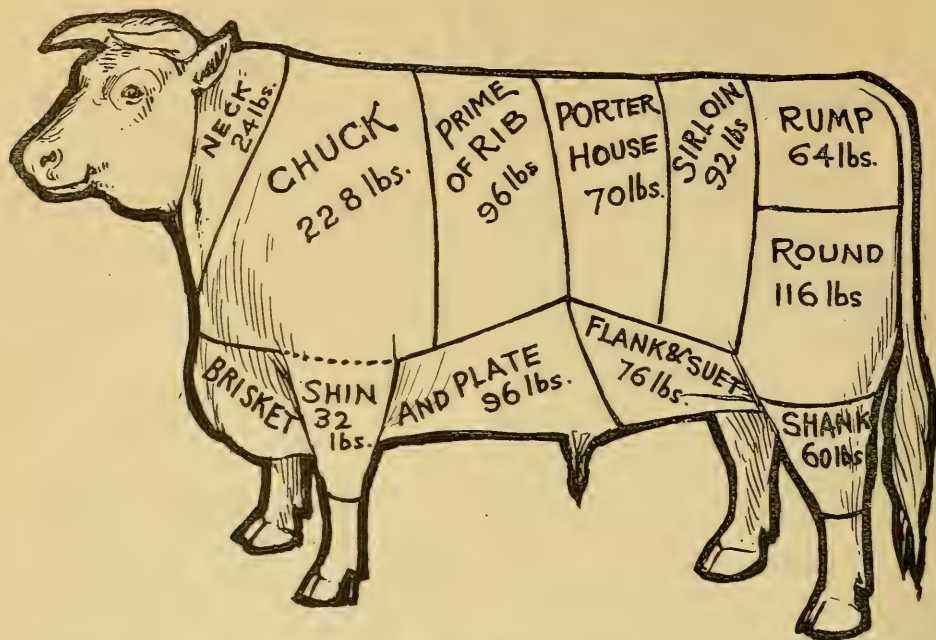
GOLD COIN CATTLE FATTENER

6 Feeds for a Cent.

Keeps your bulls in a healthy condition.

Gold Coin Cattle Fattener and skim milk will make your calves grow as rapidly as new milk. It prevents and cures scours.

We guarantee that your cattle will gain more than one-half pound extra for every cent's worth of Gold Coin Cattle Fattener you feed.



The Fat Steer, as the Butcher Looks at Him.

The above outline shows the true beef type. Notice how well the back muscles are developed—there is where the high-priced meat lies. The high-priced sections alone bring—prime ribs of beef, 96 lbs. at 15c.=\$14.40; and 70 lbs. of porterhouse steak at 20c.=\$14.00; and 92 lbs. of sirloin steak at 15c.=\$13.80. Thus the high-priced meats alone amount to \$42.20.

BULLS.

You can make your bulls make you more money. A bull fed on Gold Coin Cattle Fattener during the breeding season will sire more and stronger calves. You should keep him particularly strong and vigorous during this critical time, and he will hand down to his calves stronger and more vigorous constitutions. If you once try it you will never again neglect to feed it to him any following season. If the bull and cow are both at the highest standard of health the calf "dropped" will naturally be larger, stronger and better than one born of parents not so healthy. The very best animals are those who have been well fed before they were born. Gold Coin Cattle Fattener fed to both the bull and cow at this particular time will show to great advantage when calving time comes. Try it on our CASH GUARANTEE.

LICE, TICKS.

Lice on cattle can be quickly removed by Gold Coin Germ Killer. Mix 4 tablespoonfuls with a bucket of water. Sprinkle all over the cow and then take a brush and rub the solution down to the skin over the back-bone from head to tail. Clean out the barn thoroughly and disinfect the mangers, stalls, walls and floors with the above solution. Do this every evening until the cattle are clean from lice.

Send us your testimonials, we greatly appreciate them, and will be glad to publish them in our new book.

GET WELL ANYWAY.

Some one who thinks he knows all will say, "they will get well anyway." It may be, but it takes weeks to accomplish what Gold Coin Cattle Fattener can do in a day. Remember, Gold Coin Cattle Fattener only costs about "6 Feeds for a Cent." Now if you count up the feed and loss of milk of a sick cow for 1 to 6 weeks which will cost the most? But not only will disease be prevented, you will make 15 to 25 per cent more money out of your cattle. Write to us and use Gold Coin Cattle Fattener, and if it fails to bring you paying results, the price will be refunded. You cannot ask a fairer offer. We can easily guarantee 15 to 25 per cent gain when thousands of dairymen claim it saves 50 per cent and more. Now you use and test it on our Spot Cash Guarantee.

PLETHORA.

This is a fatty condition of the blood and is due to improper and unnatural feeding, such as oil meal and the other artificial "foods." Give 4 tablespoonfuls of Gold Coin Cattle Fattener three times a day. Gold Coin Cattle Fattener will not only fatten, but it makes good health, it does not fatten at the expense of health, as many other artificial "foods." Gold Coin Cattle Fattener is the only absolutely safe fattener. It is guaranteed and packed by the largest food and fattening company in the world.

We offer \$200 in prizes every year for the best photographs of stock or poultry. Send them to us by mail.



Merino Ram—First Prize Winner.

AMERICAN MERINO SHEEP.

The American Merino sheep come from the Spanish Paulers. The looseness of the skin readily distinguishes them from other breeds. The fine Merino wool is about one-third the length of other wool. The American Merino Sheep are large size and are considered the best fine woolled sheep in the world. The Merino sheep make fine progress when fed Gold Coin Fattener. It strengthens the constitution, and almost wonderful reports have been made to us of increased length of wool, which is very desirable.

(Description of Breeds continued on next page.)

WASHING.

Sheep raisers differ as to the practical value of washing sheep before shearing. Some claim that it is dangerous to wash sheep and that they are very likely to get their wool dirty anyway before it gets sheared off.

SHEARING.

Shearing should be done right. The wool should be sheared even and close, but not so close as to leave the skin naked and red. It pays to hire an expert shearer to do your shearing, as one who does not understand it will do your sheep more harm than the little extra expense of hiring the expert.

Gold Coin Cattle Fattener purifies the blood and makes the constitution strong.

WE WILL ALWAYS BE GLAD TO PRINT YOUR TESTIMONIALS.

SEND THEM TO US BY MAIL.

After using "Gold Coin Food" such good results are usually obtained that almost every farmer or stockman has something to say about its merits.

We greatly appreciate your testimonials.

Send them whenever you can, in regard to the Food or any of our preparations. We will always endeavor to return your kindness in courteous dealing and many other friendly ways. Some other farmer, or stockman, may read your printed testimonial in our food book or paper, and thus he will be put in a way to save a great deal of money, and will always thank you for your act of kindness. Gold Coin Stock Foods keep the kidneys in good action, the water clear and cools the blood of all animals. It is the best stock food sold on Cash Guarantee.

CHICKEN LICE instantly killed with Gold Coin Louse Killer.

Lice and fleas on sheep, hogs, cattle, dogs or horses—cured with a mild spray, or sprinkle, or spraying with a diluted solution of Gold Coin Germ Killer the best disinfectant.



Southdown Ram—Sweepstake Winner Royal Stock Show, London.

SOUTHDOWN SHEEP.

The Southdown is the great mutton producer. They lead all breeds for mutton, but they are not equally good wool producers. Therefore, of late, the Southdown are being displaced in some locations by breeds which are more equal in wool and mutton. The Southdown fatten at an early age and the excellence of Southdown mutton is known the world over.

Raisers of Southdowns should not fail to use Gold Coin Cattle Fattener and see the change it produces in the mutton. With its use the Southdowns become almost as good wool producers as any other breed.

LEICESTER SHEEP.

An English breed, and with care make a very valuable flock on account of their excellent wool, which is very long and especially valuable for a combing wool. Gold Coin Cattle Fattener will improve their mutton and its effects on the wool will be a source of pleasure and increased profit to the owner.

(Description of Breeds continued on next page)

You want to grow and fatten quickly to save high-priced corn. Gold Coin Cattle Fattener saves 15 to 25 per cent of feed and fattens in three-quarters the time.

Gold Coin Cattle Fattener is especially prepared for quick fattening of both cattle and sheep.

CARE OF LAMBS.

Your lambs at birth are very delicate and must not be allowed to get chilled. If the ewes are fed Gold Coin Cattle Fattener, once a day the milk will contain more nutrition and fat (cream) and the lambs will grow very rapidly and have strong constitutions. The lambs should be castrated and docked between a week and two weeks old.

Wean the lambs at three or four month old. At this time the lambs should be given some additional food. With their extra food mix about a half measureful of Gold Coin Cattle Fattener, once a day. Their rapid growth will astonish you. We guarantee this, because the Fattener aids the digestion of the food which their little stomachs are hardly able to do without some help. Any sheep-raiser can readily see for himself that fine results must be accomplished. The faster the lambs grow the quicker you are ready for market—which means better price, to say nothing of the 15 to 25 per cent of profits made in saving feed by the fattening in shorter time. We know the feed value of Gold Coin Fattener and urge every money-making farmer to use it on its merits as a rapid grower and fat producer. We offer a cash guarantee that it will be a money maker to you. Price refunded if it fails.

GOLD COIN CATTLE FATTENER

Sheep Like It.

It keeps them fat and free from disease.



Oxford Sheep.

OXFORD SHEEP.

The Oxford down sheep is an English breed. They are not largely bred in this country. They have fine, long wool which averages about 10 to 12 pounds. Oxford sheep breeders have reported excellent results from Gold Coin Cattle Fattener.

NEW OXFORDSHIRE SHEEP.

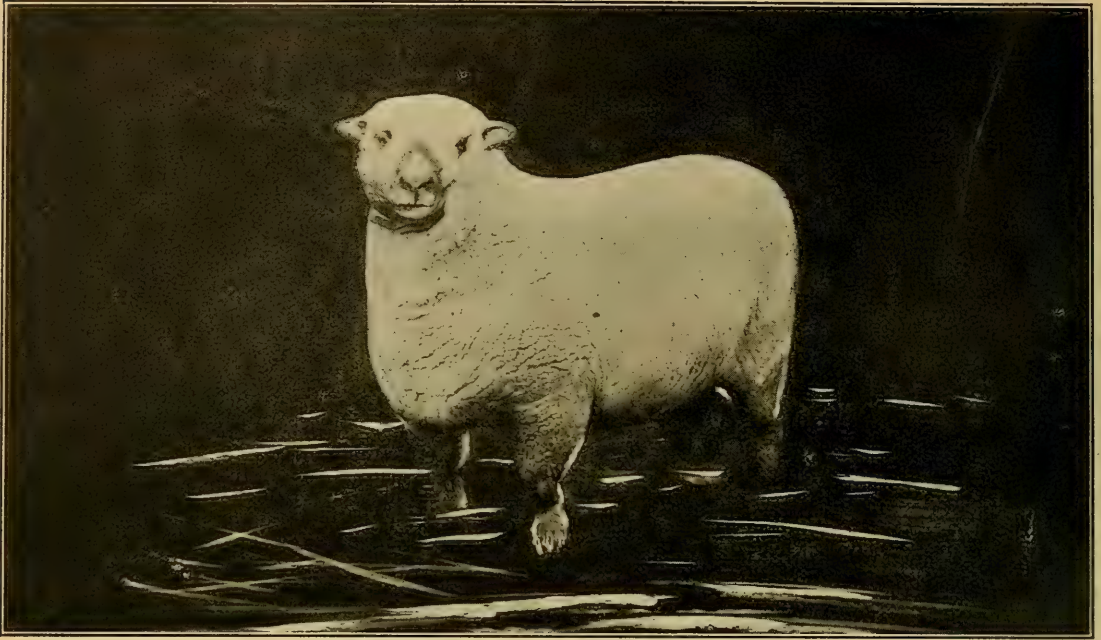
This breed is not largely bred in this country. They are a cross between the Cotswold and New Leicester. They are not as hardy as the Cotswold. Although when fed on Gold Coin Cattle Fattener their constitutional strength is increased, which makes them better producers of both wool and mutton.

(Description of breeds continued on next page)

SHEEP FEEDING IN WINTER.

The winter feeding is the great economic question in sheep raising. The expense of feeding during the long northern winters is high unless done scientifically. Right here is where Gold Coin Cattle Fattener can be fed at little cost and with enormous profits to the sheep raiser. It makes the sheep digest every particle of feed they get and put it into mutton and wool growth—no waste. It is supposed that the cold northern winter is favorable to excessive wool growth if the condition of the animals is kept good. Gold Coin Cattle Fattener is sold on an absolute guarantee to keep animals in the highest state of health and growing condition and if it fails to bring increased profits, your money will be refunded. Our own experience with Gold Coin Cattle Fattener enables us to make this absolute guarantee. This Great Fattener is a medical food that contains the elements made by nature which stimulate and create growth. This means abundance of mutton and wool. Remember, you are giving feed to get it converted into meat and wool. The feed is the great item of expense. Therefore, that is where a shrewd raiser will save 15 to 25 per cent

by using the New Fattener. He is just that much ahead of his competitors who feed the old way. The sheep for fattening should be separated from the others and fed Gold Coin Cattle Fattener two or even three times a day. The grain should be wet up and a measureful of the Fattener given for each sheep, three times a day. The results will be astonishing. The floor from which you feed the sheep must be dry and clean. If you have any sick ones among your flock separate them and give a measureful of Gold Medal Condition Powders three times a day for about a week after they are well in order to tone up the digestive or general system and prepare for fattening. Then feed the fattener regularly and thus make even your scrawny animals the pictures of beauty—with full quantity of mutton and an abundance of wool. That is what constitutes success in stock raising. Gold Coin Cattle Fattener is guaranteed to be the best muscle, bone and fat producer ever discovered by science, and therefore should be fed to your sheep every day, and if you will feed it every day an absolute increase of 15 to 50 per cent in mutton and wool, and a saving of 15 to 25 per cent in feed, will be guaranteed. The largest and most successful sheep raisers would not think of preparing fat sheep for the market without Gold Coin Cattle Fattener. It not only saves feed and makes fat, but it fattens in less than three quarters the time. Furthermore, it gives the mutton a delicious flavor that can only be obtained by quick fattening. Quick fattening forces the fat all through the muscles and makes it tender and juicy. This kind of mutton will make your flock famous in your district. On our cash guarantee to bring you paying results, can you afford to go on in the old way? Why not make the most possible money out of your sheep? Test it at our risk. Remember, your money back if you don't get paying results with Gold Coin Cattle Fattener? If you have never used it, write us to-day and test it for the highest profits.



Prize-Winning Shropshire Ram.

SHROPSHIRE SHEEP.

The Shropshire sheep are well adapted to the average farm. Their fleece is long and averages about 8 to 10 pounds, although they often bring a much bigger yield. Their mutton is of excellent quality and they fatten easily at about 18 months. Their lambs are vigorous and of strong constitution. The Shropshire breed have black faces. This breed yield readily to the influences of Gold Coin Fattener in the way of mutton and wool production. We can easily guarantee you an increase of 15 to 25 per cent.

HAMPSHIRE SHEEP.

This is a very good breed of sheep. They have large, black faces, short strong legs, and possess a strong constitution. Their mutton is of excellent quality. Their wool averages about 8 to 10 pounds. Gold Coin Fattener increases the quantity of wool and mutton 15 to 25 per cent with ease. Their lambs are vigorous and strong.

(Description of Breeds continued on next page.)

SHEEP RAISING.

The wool production alone is over \$50,000,000 a year. Sheep will pay a handsome profit to everyone who has the right kind of land for them. Limestone or Sandstone Hills are said to make the ideal pasturage. Marshy places are unsuitable and must be thoroughly drained. Timothy, red top, white clover, blue grass or orchard grass are good grasses for sheep. Sheep eat many kinds of weeds. This can be taken advantage of by turning them into the cornfield and thus used destroy the weeds which come up late in the season. But to put a full quantity of mutton on your sheep and to get an abundance of wool from them, they must have good food. They have to turn every ounce of feed they eat

into living flesh and bone. When they do this they are making money for you in the way of mutton and wool. They can't bring you a full, overflowing yield of mutton and wool if their systems are run down. Gold Coin Cattle Fattener can be fed very cheaply, as a practical test will prove to any sheep-raiser that it will make an increase of 15 to 25 per cent more than could possibly be done without feeding it. It doesn't matter if your flock consists of six sheep or 60,000, you want an overflowing abundance of profit from them. The increased profit is absolutely guaranteed. Gold Coin Cattle Fattener contains the elements made by nature that stimulate growth and fat production, and if it is fed once a day, giving one half measureful for each sheep, it can and will increase your mutton and wool crop. We absolutely guarantee it to do this. If it fails we will refund the price. You can't ask for a fairer test than that. It contains nothing that is harmful to sheep and we offer \$5,000 cash forfeit to anyone that can prove that it does. We only ask you to test Gold Coin Cattle Fattener on its merits as a money-maker to you. If you have never used this great fattener and developer, write to us and test it at our expense. Every pound is sold with a cash guarantee to bring you an absolute increase and improvement in meat, wool and breeding. Test it. Feed it every day on our guarantee.

MAKES MONEY.

It is well known that animals eat so hurriedly that considerable of their food passes through them undigested. Feed Gold Coin Cattle Fattener and they will digest and assimilate all they eat.

GOLD COIN CATTLE FATTENER

Makes Lambs Grow Fast.

It gives large frame and extra mutton—money.



Typical Lincoln Sheep.

LINCOLN SHEEP.

The Lincoln sheep is the largest breed. At two years they often weigh 150 pounds, dressed. They produce an abundance of fine wool, often 10 to 15 pounds or more at the second shearing. They require more care than some other breeds and can only be raised with success in districts which have plenty of rich grasses, although breeders report excellent results where Gold Coin Fattener is used, even though the pasturage is sparse. Its effect on the wool is gratifying. They are good breeders and have many favorable qualities.

(Description of Breeds continued on next page.)

YOUR MUTTON YIELD.

Every pound of mutton on a sheep has to grow there through the natural laws of digestion of feed, and turning it into bone and flesh. The quicker you can do this, the tenderer the mutton will be. That is why Gold Coin fed sheep are always famous in their district. Gold Coin Cattle Fattener promotes digestion and makes fat. If sheep are fed a measureful of the fattener twice a day along with the regular feed, the extra fat is distributed through the flesh, making it nice and tender and sweet.

It has come to that point in fattening stock now-a-days that the farmer who does not use a scientific fattener cannot compete with his intelligent neighbor who does. The people, the consumers, want scientifically fed mutton. It tastes better. It is tenderer. It is fattened

quicker. And don't you see that quick fattening is what you want yourself, Mr. Farmer? We guarantee Gold Coin Cattle Fattener to fatten sheep in the shortest time and make you an actual saving of 15 to 25 per cent and absolute increase in profit. We only ask you to test Gold Coin Cattle Fattener on its merit as a money-maker for you. If it fails to bring you paying results, it won't cost you a penny. The price will be refunded. Isn't that the fairest proposition you ever had offered you? We know from our practical experience that Gold Coin Cattle Fattener can and will increase your gain 15 to 25 per cent if you will test it fairly. If you have never used it, write to us and give it a test on our guarantee. As a stockraiser, you cannot afford to feed the old way, when wide awake and live men are feeding on 15 to 25 per cent less expense and time than you are.

GOLD COIN CATTLE FATTENER 6 feeds for a cent.

Makes sheep fat, gives heavy wool, and saves grain.

GOLD COIN CATTLE FATTENER Makes Sheep Breed Better And increases the profits every year.

GOLD COIN CATTLE FATTENER
Saves 15 to 25 per cent of feed
And makes the sheep raiser extra money every year.

GOLD COIN CATTLE FATTENER Makes Extra Money More wool, more fat, more profit.

GOLD COIN GALL CURE.

It cures harness sores, or galls—while your horses are working. Gold Coin Gall Cure has no equal. Try it.

DON'T NEGLECT HARNESS SORES.

How would you like to have a big sore on your shoulder and be made to work with a heavy stiff leather collar rubbing against it, without any kind of healing salve to soften the sore or relieve the pain? A horse don't like it either. Use Gold Coin Gall Cure, it stops the pain, cools the inflammation, and heals the sores while your horses are working.

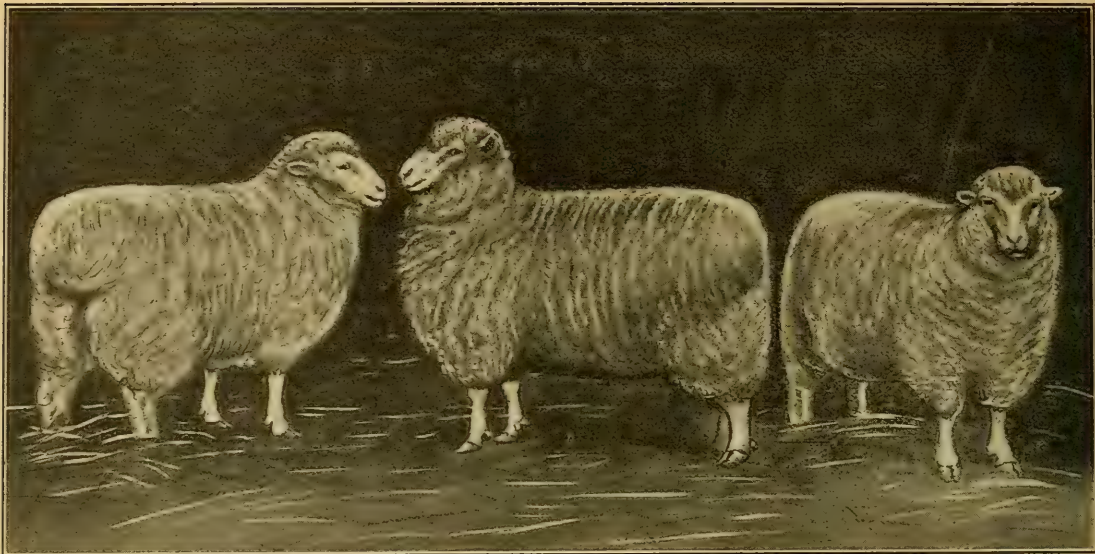
GOLD COIN COLIC CURE SAVES LIVES.

Have a bottle of Gold Coin Colic Cure on hand in your house all the time for instant use when needed—because when you want it you want it quick—\$1 may save you \$1,000.

GOLD COIN GALL CURE, 25 CENTS A BOX.

Are your horses galled—it's meant to let the harness rub against those open sores without giving any kind of protection. Use Gold Coin Gall Cure—it cures while your horses are working.

Send us your testimonials, we greatly appreciate them.



Typical Cotswold Sheep.

COTSWOLD SHEEP.

The Cotswold sheep are an English breed. Since their introduction into the United States they have become great favorites. They have many favorable qualities which adapt them to the average farm. They are good breeders, large and hardy, and thrive well even on the poorer grades of grasses. Their wool is long and will average 8 or 9 pounds, although they often bring a much higher yield. Their fleece is somewhat coarse, but it does not get gummy nor shrink. Their mutton is of excellent quality and they can be fattened for market at about 18 months. Their lambs are of strong constitution. The Cotswold sheep are especially well adapted to the western states. Breeders of Cotswolds in all parts of the country are reporting amazing increases in mutton and wool by the use of Gold Coin Cattle Food and Fattener.

(Descriptions of breeds continued on next page.)

SHEEP BREEDING.

The proper age for breeding is two years to ten years. Have one ram for every 60 to 70 sheep. Do not allow him to run with flock. Your ram will be able to serve more ewes and get lambs of greater constitutional strength if he is fed daily a measureful of Gold Coin Cattle Fattener. It makes vigor and vitality in the male. Perfect digestion and a high state of health makes him a sure "getter" and throws his own traits of strength and vigorous constitution into the lambs. Weak lambs are one of the drawbacks in sheep raising. You will have no such trouble with your lambs if you will keep your rams full of vigorous vitality by feeding one

FEED YOUR SHEEP Gold Coin Cattle Fattener.

Sheep are like cattle, in the construction of their digestive organs. Therefore Gold Coin Cattle Fattener does for sheep what it does for cattle. It increases flesh, milk (for the lambs) and wool, and makes extra money for you out of your sheep. Try it.

measureful of Gold Coin Cattle Fattener once a day. The ewes, too, will get through their lambing with less danger if they bear strong healthy offsprings. During the lambing time the ewes must have extra care. They must have good food, hay, oats, crushed corn and bran with a measureful of Gold Coin Cattle Fattener, for each ewe. It helps her digestion and its action as a fat producer enables her to build up again with ease and rapidity. The danger is thus greatly lessened. Your ewes will give more and richer milk, (hence better nutrition to the lambs) if you will feed them a half measureful of Gold Coin Cattle Fattener once a day. It is guaranteed to pay you 15 to 25 per cent on the profit of your ewes. If you have never used it write us, and test these facts at our expense. We know from our experience as practical stock raisers that these paying results can be obtained, or we could not make you such an offer.

Gold Coin Cattle Fattener keeps your sheep well and makes them grow all winter.

Mutton is high and sheep are big money makers if you keep them growing rapidly. Gold Coin Cattle Fattener is guaranteed to increase mutton and wool products 15 to 25 per cent.

Sheep fed on Gold Coin Cattle Fattener have better flavored mutton and often command a premium in the market.

The vegetable medical ingredients contained in Gold Coin Sheep Fattener aid digestion and obtain 15 to 25 per cent more nutrition from the feed.

Gold Coin Cattle Fattener is a valuable addition to the regular feed for fattening sheep.

EPIZOOTIC cured by Gold Coin Cough and Lung Cure with regular doses of Gold Medal Condition Powders. No other treatment has saved so many animals as this.

To cure Mange use one tablespoonful of Gold Coin Germ Killer to a quart of water and bathe affected part. It will cure quickly.



Typical Dorset Sheep.

DORSET SHEEP.

The Dorset sheep are an especially good breed for the mountain regions. They are strong and hardy. The wool is soft and weighs 7 or 8 pounds. They are very good breeders. The Dorset sheep respond wonderfully to Gold Coin Cattle Fattener. Notice how their mutton is improved by it.

EXMOOR SHEEP.

An English breed. They are very hardy. are a successful breed in England, and would be in this country if fed Gold Coin Cattle Fattener. It will more than pay any American breeder of Exmoors to use it.

SICKLY LAMBS.

If you have any weak, sickly lambs, give them a half measureful of Gold Medal Condition Powder in ground corn, bran and milk twice a day. Continue the Condition Powder once a day for at least a week or two after the lambs are well, to tone up the system, get the blood and the internal organs in good condition. Then feed Gold Coin Cattle Fattener in their feed, full or half measureful according to their age, twice a day. This will give them strong constitutions and thus you will have no sheep with weak constitutions in your flock with the liability of their breeding weak offspring, strong lambs will insure you strong, healthy flock of sheep. Gold Coin Cattle Fattener, by keeping the system strong and robust, prevents diseases. Every pound of the Fattener is sold on a guarantee to prevent diseases and be a money-saver to you.

Hog and chicken cholera can be cured by the timely use of Gold Coin Germ Killer—a 50-cent can makes fifty gallons ready for use.

Would you like to have your testimonial published in our new book? Thousands of stockmen from all parts of the country are contributing to it.

GOLD COIN CATTLE FATTENER.

The Sheep Raiser's Friend,
Makes Sheep Grow Fast and Keeps Them Well.

THE QUICKER YOU FATTEN, THE TENDERER THE MEAT.

Meat producers are always striving to grow and fatten in the shortest possible time, not only because it saves them 10 to 25 per cent in feed, but because the meat is so much tenderer and sweeter. Agricultural science is working along these lines. Gold Coin Cattle Fattener brings great results. The largest meat producers in the United States make the strongest claims for its wonderful fat producing power. Animals don't eat with any more forethought than people. Most people eat too fast. Sheep's digestion, in ordinary condition, is rarely or never up to its highest standard. To get the best results in growth and fattening, all that is needed is perfect, thorough digestion. The healthiest animal puts on fat the easiest. Fed on Gold Coin Cattle Fattener, your sheep will simply have to put on fat, and they will do it quickly, saving you 15 to 25 per cent in feed, besides making you a handsome profit in the increased size of the animals. If you have never used Gold Coin Sheep Fattener, write to us at once. We guarantee it to be a speedy money-maker to you. We only ask a fair and honest trial, and if it fails to bring you paying results, the price will be refunded. That is the strongest guarantee you ever had offered to you—we could not do it if we were not certain from years of practical experience that Gold Coin Cattle Fattener actually does stimulate growth and create fat. We will stand the risk of failure—you use it on your sheep and reap the profit it wins. It should be fed to your sheep from birth to maturity to make the finest meat.

Gold Coin Worm Powder is death to worms in sheep, cattle, horses, hogs and mules.

WHY SHEEP SHOULD HAVE THE SAME THING AS CATTLE.

We advise the use of Gold Coin Cattle Fattener for sheep as well as cattle, because the digestive apparatus are the same. Sheep raisers make extra money by using it.



Typical Suffolk Sheep.

GOLD COIN CATTLE FATTENER.

The Great Feed-Saver.

Is guaranteed to increase the quantity of wool—money.

OUR GREAT CASH GUARANTEE.

Every preparation we have on the market is backed by the strongest Spot Cash Guarantee. We offer \$5,000.00 if our foods contain any injurious ingredients. We know of no other concern doing business on a guarantee Policy; but we know so well what our Foods and Remedies will do that we can and are always willing to say that "your money will be cheerfully refunded if any of our preparations fail." And we stand by it, and back it with a strong Cash Capital. In dealing with us you will always know that you will be treated honestly. If anything is not just as you understood it to be, write and let us know and we will make it right, or refund your money without argument.

We understand that many cheap concerns play all kinds of tricks upon the public—such lying firms can not live long. But there never was a refund for the full amount refused or put off in any way by the Gold Coin Stockfood Co. We offer \$1,000.00 if we have ever refused to refund to any dissatisfied customer. We want you to understand that we are doing business only on the most Honest and Reliable principles. Our Cash Guarantee is printed on every label. It is the fairest offer in the world! Don't accept cheap imitations which some dealers may try to palm off onto you. Insist on having only the Genuine Gold Coin preparations. Always refuse substitutes, which the dealers say are "just as good," for they are usually cheap, worthless preparations and give only poor results.

For sores, burns, or bruises on man or beast, use "Gold Coin Healing Oil."

SPECIAL FEEDING.

TO GET SPECIAL RESULTS.

The Great Work of the Gold Coin Stockfood Company is in putting the farmer and stockman on a scientific basis. No matter if you have a large or small farm or ranch, or whether you do stockraising only as a side line, you can be put into a position where you can make twice the profit you do now—and it's all done in the feeding and care of your animals.

1. **Gold Coin Cattle Food and Fattener:** For cattle only (and its kind).

2. **Gold Coin Hog Food and Fattener:** For hogs only.

3. **Gold Coin Horse Tonic:** For Horses only. It puts life, energy, spirit in them. Hardens the muscles, and makes them willing workers.

4. **Gold Coin Poultry Food:** For Fowls only.

5. **Gold Medal Condition Powder:** A Condition Powder for Horses and all other animals when feverish or sick in a general way.

Scientific foods for scientific purposes. A food that is so compounded that it performs only one purpose, can do that one thing a great deal better than a food that is supposed to do everything. The common sense of the best stockmen and farmers all over the world backs up our scientific preparations. They repeatedly write to us praising our Cattle Fattener for its fattening effects upon cattle, steers, etc. Hog raisers praise the Hog Food to the skies. They say that it acts specifically on hogs in a way that no stock food ever did before. It actually fattens hogs in much less the usual time and puts an elegant "finish" on them. Why shouldn't it? It is a Specific Food for hogs—hogs only. It is something you have never used before. It is one of the new and useful scientific discoveries of this great age of advance and progress.

Use "Gold Coin Healing Salve," after castration or docking. It's the BEST healing salve made.



Prize-Winning Rambouilleths.

YOUR YIELD OF WOOL

Not only the health of your sheep will be insured, but an increased growth of wool is absolutely guaranteed to any sheep raiser that uses Gold Coin Cattle Fattener; which is especially prepared for sheep and cattle. Growth of wool is in proportion to the healthy action of the animal's skin. The good appetite and digestion produced by the use of Gold Coin Cattle Fattener keep the sheep at the highest point of health and vitality. The entire animal thrives; the skin (wool), the bones, the flesh (mutton), the generative organs (procreative), all are stimulated. As a progressive sheep raiser you cannot afford to feed without this New Adjunct to stock raising. It is guaranteed to contain ingredients which we know stimulate growth and create fat. If it fails to bring you paying results, it won't cost you a penny. This is the fairest offer ever made to sheep raisers, and you can readily understand that we could not make a strong cash guarantee to you if we did not know from our years of practical experience that Gold Coin Cattle Fattener can and will increase your profit in mutton and wool 15 to 25 per cent. Investigate the merits of this great money saver. Write us if you have never tested it, and use it on our guarantee.

SPECIAL FEEDING TO GET RESULTS.

The great work of the Gold Coin Stock-food Company is in putting the farmer and stockman on a scientific basis. No matter whether you have a large or small farm or ranch or whether you do stock-raising only as a "side line," you can be put into a position where you can make twice the profit you do now—and it's all done in the feeding and care of your animals.

GOLD COIN WORM POWDER

Is Guaranteed to Remove bots and worms from horses and colts, sheep and cattle.

THE PURITY OF GOLD COIN FOODS \$5,000.00.

\$5,000.00 and the cost of chemical analysis will be given to anyone if Gold Coin Fattening Foods contain any poisonous or injurious ingredients of any kind. We absolutely guarantee that they contain no Strychnine, Arsenic, Salt Peter, Antimony, Rosin, or Opium. They are absolutely harmless; their ingredients are medical, vegetable compounds that increase nutrition, stimulate the appetite, regulate the heart action, give better digestion and assimilation, purify the blood, keep the water clear and kidneys strong, the bowels free, the blood cool and in healthy condition, thus toning up the entire animal, so that more nutrition is obtained from the food eaten. They are simply without equal for Horses, Cattle, Sheep or Hogs in breeding, growing, fattening, working or milking. Get a package of Gold Coin Food and use it according to directions, and if it doesn't come up to every claim, your money is refunded.

We refund your money if it ever fails.

GERMS GROW IN FILTH.

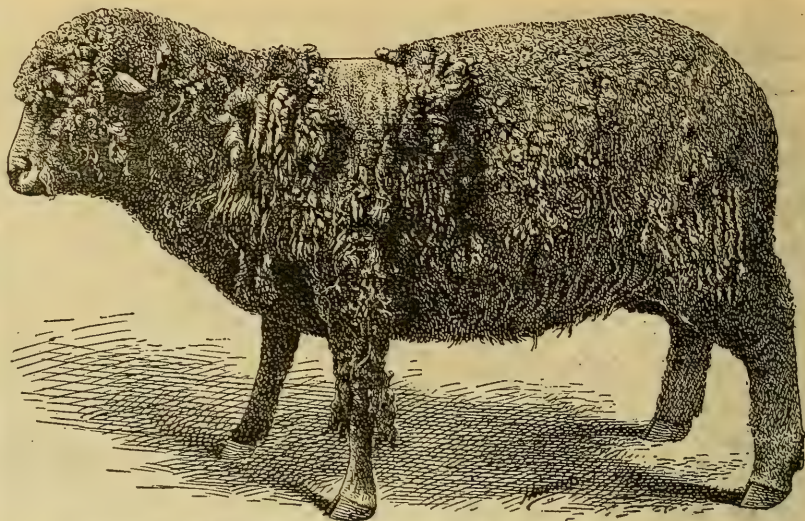
It is almost impossible not to have some filthy places around the barn, pens, coops, or out-houses. Germs of all kind develop rapidly in such places. Don't neglect them. They may prove dangerous to your family as well as to your stock. Make a solution of Gold Coin Germ Killer, the best disinfectant, and sprinkle such places with it from time to time.

Gold Coin Germ Killer is the strongest and cheapest disinfectant made. A 50-cent can makes fifty gallons ready for use.

Mail us your testimonials, and photographs of your fine stock, and we will enter you in our \$200 contest for a cash prize.

**Gold Coin
Germ
Killer
The BEST
Remedy
Known
for Cure
of Scab**

SEE BELOW



Sheep Suffering From Scab—Picture Used by Special Permission From U. S. Bureau of Animal Industry.

DISEASES OF SHEEP—TREATMENT AND CURE.

EVERY FARMER SHOULD LEARN HOW TO TREAT AND CURE ALL THE COMMON AILMENTS OF HIS HORSES, CATTLE, SHEEP AND HOGS.

SCAB.

Scab is due to a parasite which burrows under the skin. This sets up inflammation. A watery secretion exudes, which dries and forms scabs. It is an easy disease to recognize, because the animal pulls off the wool with its teeth. The sheep then bites or rubs the bare surface. The back, between the neck and the tail, is the usual location, the same as vermin on other animals. The mite (scab) hatches in four days and at seven days of age lays eggs. Therefore, you must "dip" twice. The second "dip" being more than four days and less than seven days after. Scab is not fatal, but it is a terrible pest. You lose the wool and the sheep cannot develop or put on fat as it should.

Treatment and Cure: Mix three tablespoonfuls of Gold Coin Germ Killer to one-half pail of water, and thoroughly saturate (soak) the diseased portions. Make this application once a day until cured. "Dip" the sheep in a solution made of 4 tablespoonfuls of Gold Coin Germ Killer to each pail of water. Hold the sheep under for two minutes by the watch. Occasionally submerge the head. Rub the scabs with a curry-comb or corncob to insure reaching the parasite. This will kill the mature mites, but the eggs, which remain, hatch in four days. Therefore, a second "dip" must be made after four days—about the sixth day is the best time for the second "dip." Separate the afflicted sheep from the well ones. Clean out the pens and sprinkle solution of Gold Coin Germ Killer (three tablespoonfuls to each pail of water) over the floor thoroughly. If you have earth floors, remove the surface and put in fresh earth. Then add three tablespoonfuls of Gold Coin Germ Killer to each gallon of whitewash, and use to whitewash the pens, mangers, fence and posts against which they may rub.

If any of your sheep have scabs, get a can of Gold Coin Germ Killer at once. Write to us and test it at our expense.

Feed Gold Coin Cattle Fattener to make strong constitutions. It is sold on a guarantee to bring you gains of 15 to 25 per cent in meat and wool. Try it on our guarantee. Price refunded if it fails. We only urge you to use it on the basis of a money-maker to you.

It creates a hearty and regular appetite. Gold Coin Cattle Fattener.

We guarantee Gold Coin Worm Powder to remove worms every time without fail.

Worms removed or money refunded, if you use Gold Coin Worm Powder.

WHAT IS A DISINFECTANT?

A disinfectant is a drug or chemical which destroys germs; it also kills most insects. Make a solution of Gold Coin Germ Killer according to directions on can and sprinkle it on all filthy looking places around your barn, out-houses, coops, pens, etc. It will disinfect those places and ward off disease. It only costs one cent a gallon ready for use.

GOLD COIN CATTLE FATTENER

The Sheep Raiser's Friend.

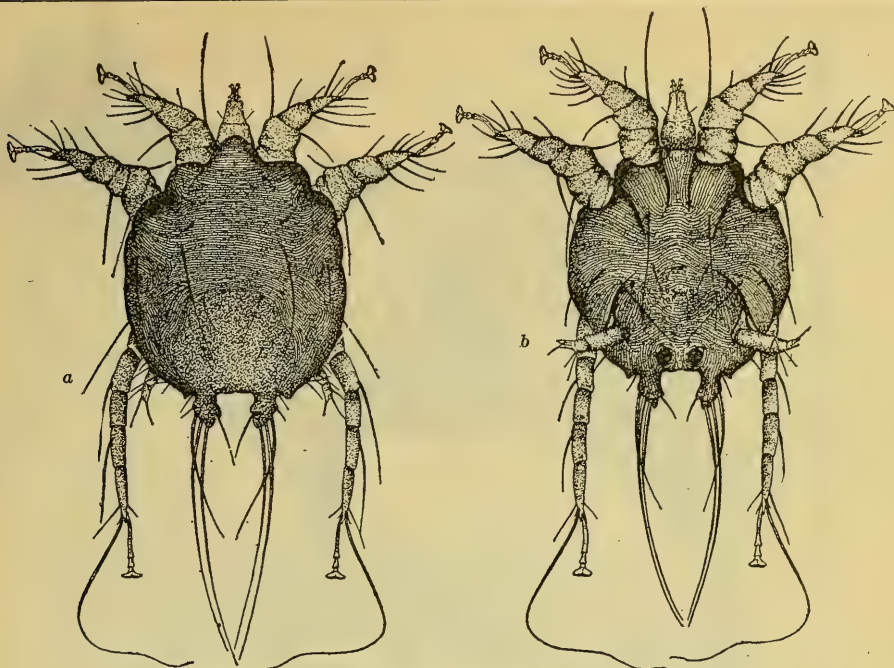
Saves 15 to 25 per cent of the feed—extra profit.

GOLD COIN CATTLE FATTENER

Should Be Fed to Rams.

It will enable them to get stronger and better lambs.

(Sheep Diseases continued on next page.)



Cause of Scab, as Shown in U. S. Bureau of Animal Industry.

DISEASES OF SHEEP--CONTINUED.

FARMERS WHO KNOW HOW TO TREAT AND CURE THE COMMON DISEASES OF THEIR STOCK
SAVE HUNDREDS OF DOLLARS.

TICKS, LICE, NITS.

These pests irritate and make the animals restless and nervous, which prevents rapid, clean development of body and growth of wool. Give them a "Dip of Gold Coin Germ Killer," using three tablespoonfuls to a pail of water. Don't waste money feeding lousy sheep. Your aim is to turn the feed you give into mutton and wool—you will get 15 to 25 per cent more if your sheep are not lousy—and you know it. Get the most out of your sheep by feeding Gold Coin Cattle Fattener. It makes the sheep digest every ounce they eat, which means that much more rapid growth. Their appetites are kept good so they digest every bit they eat, they just can't help it, they have to grow, and grow fast. It prevents disease and in that way saves you money. Sick animals don't make you any money. We guarantee health and a gain in mutton and wool if you use Gold Coin Cattle Fattener regularly.

\$200 in prizes for photographs of fine stock or poultry.

\$5,000 CASH GUARANTEE.

Gold Coin Cattle Fattener is a medical combination which contains the elements made by nature that stimulate growth and create muscle and fat production. It contains no injurious drugs and we offer \$5,000 to any one who can prove that it does.

Mail us your testimonials—we greatly appreciate them.

EPIZOOTIC, CATARRH, INFLUENZA.

This is an inflammation of the mucous membranes of the nose and throat. Sheep with weak constitutions are more subject to it, as it comes from exposure and colds. The appetite is poor, there is discharge from the nose and eyes. There may be coughing. Keep in warm quarters and feed two measurefuls of Gold Coin Cattle Fattener to each sheep twice a day until cured. It strengthens the constitution and after they are over the epizootic if you will continue to feed a measureful of Gold Coin Cattle Fattener once a day your sheep will have strong constitutions and be able to stand exposure. Furthermore, we guarantee that Gold Coin Cattle Fattener will bring you a gain of 15 to 25 per cent in meat and wool. A good constitution and good health make good wool as well as good meat. Gold Coin Cattle Fattener makes animals digest every ounce they eat, turning your feed into living tissue—that means cash to you.

GRUBS--GADFLY.

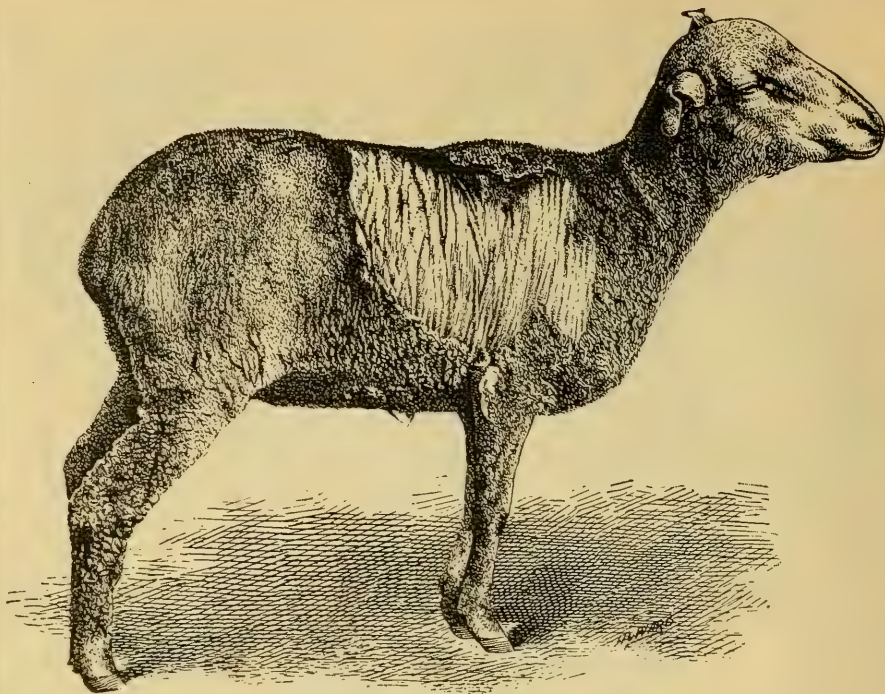
Grubs are the eggs of the sheep gadfly, deposited in the nostrils of the sheep. Eventually the maggots hatch. Wash the nose with solution (tablespoonful to quart of water) of Gold Coin Germ Killer, and then apply to nostrils the healing salve—Gold Coin Healing Salve.

GOLD COIN HEALING OIL

Heals injuries from knocks, bunts and falls.

Paying results from our Foods is what built up our enormous business.

Write us
about
Sheep Dip.
We can
get you
the BEST
results
at the
least
expense.



Appearance of Sheep Suffering From Scab, When Clipped, as Shown by U. S. Bureau of Animal Industry.

WORMS.

Worms are common in sheep, but they are hard to detect. Often a sheep raiser cannot tell that worms are in his flock until he examines some of the dead ones. As no one can tell when worms may get a start in their flock, the safest thing is to give them a good worm killer once in a while and see that they are free from worms. The best and most thorough worm destroyer on the market is the Gold Coin Worm Powder. It is the cheapest because it goes the farthest. It contains no dangerous drugs. It is guaranteed to do the work or money refunded. It will not only clean out the worms, but it will strengthen and invigorate the entire system, acting as a tonic. Every sheep raiser should always have it on hand and as stated above, give some to your flock every now and then to see that they are free. You are wasting feed (money) if you are feeding wormy sheep with their stomachs and bowels clogged up with worms. They cannot put on flesh nor grow as they ought to.

Directions: Mix two tablespoonfuls of Gold Coin Worm Powder in a good sized feed of bran mash and give this twice a day for a week or more according to the severity of the case. In some cases the worms are more difficult to expel than others and require longer treatment.

Preventive to Worms: Mix a tablespoonful of Gold Coin Worm Powder for each sheep in their regular feed once a day for a week. These precautions need only be taken when there are worms in your flock. But it is wise to give all

the flock a measureful in their regular feed every month, just to prevent worms.

If you have never used Gold Coin Worm Powder, write to us and test it at our expense. Every package is sold on a guarantee.

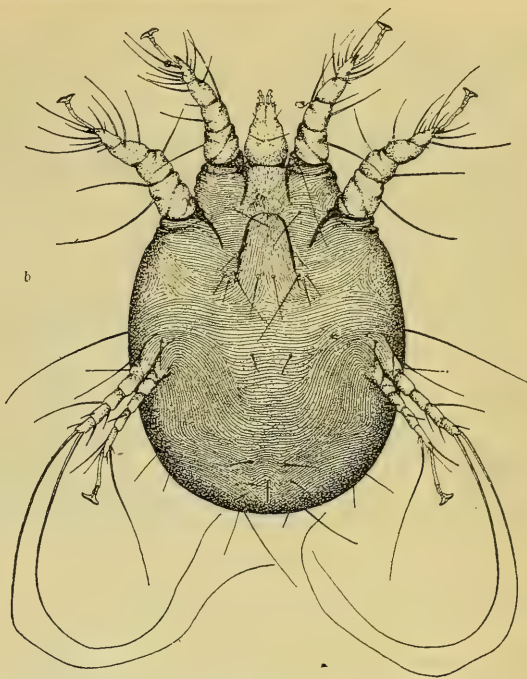
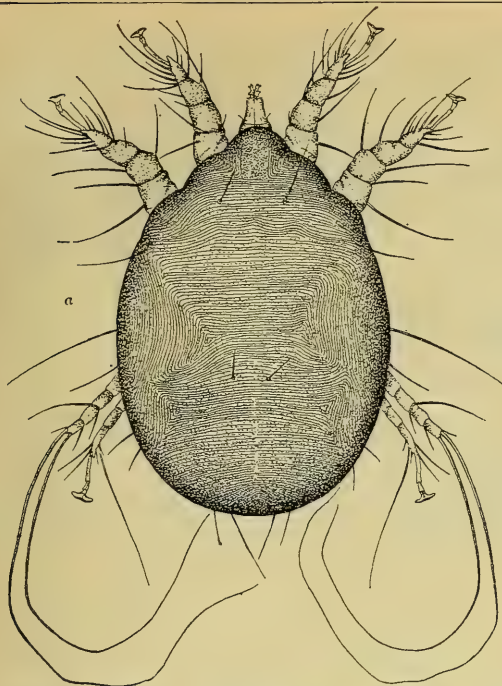
Gold Coin Cattle Fattener is a great bone, flesh and fat producer. It makes your sheep digest every ounce they eat and turn it into money for you. It is sold on a guarantee to bring you a gain of 15 to 25 per cent in meat and wool. Write to us and test it.

FOOT ROT.

This is a very dangerous and destructive disease. The infection causes impairment of the general health, therefore the afflicted ones should have a measureful of Gold Medal Condition Powder twice a day to tone up the system and get the blood in better condition to promote healing. For external use, wash the diseased foot with solution of Gold Coin Germ Killer, made by mixing four tablespoonfuls to a pail of warm water. When thoroughly cleansed, apply Gold Coin Healing Salve thickly. Careful treatment is necessary to cure this disease, but we guarantee satisfaction with the above remedies. Feed Gold Coin Cattle Fattener to all your sheep once a day. It is guaranteed to bring you 15 to 25 per cent gain in mutton and wool. Test it on our guarantee. Price refunded if it fails.

**GOLD COIN CATTLE FATTENER
IS FOR SHEEP AND CATTLE.**

Gold Coin Cattle Fattener has the same action on sheep that it has on cattle. Sheep and cattle are alike in the construction of their internal organs.



Cause of Scab in Sheep.—Picture Used by Special Permission from U. S. Bureau of Animal Industry.

HERE IS YOUR CHANCE.

MONEY! MONEY!!

Every sheep raiser certainly wants to make all he can out of his flock. Here is the chance for you to satisfy yourself of the great money-making qualities of the Gold Coin Cattle Fattener. We sell it on an absolute guarantee. It will cost you nothing if it fails to give you paying results. You cannot ask for a fairer proposition. If you have never used it, try it this season on our guarantee. We only ask you to use it on its merits as a money-maker to you. We can make this strong guarantee because we know that it contains the ingredients that make fat.

WHY WE GUARANTEE.

We would not dare to make this strong guarantee for the Gold Coin Cattle Fattener if we did not know from extensive experience that it does fatten rapidly and make the sheep grow. It does it because we know it contains the elements made by nature, which make them digest all they eat, and put on their frames, flesh, fat and wool. We only ask you to try it on its own merits, and if it fails, it won't cost you a cent. Can we make you a fairer offer?

Would you like to have your testimonial printed in our big new book. We greatly appreciate such expressions of applause from our many friends.

Gold Coin Cattle Fattener, for cattle and sheep.

Foot-rot and other hoof diseases of sheep and cattle are quickly cured by **Gold Coin Germ Killer** and **Gold Coin Healing Oil**.

Gold Coin Healing Oil cures all cuts, wounds, bruises, barb-wire injuries quicker than any other liniment known.

\$200.00 IN CASH PRIZES. TO FARMERS AND STOCKMEN. FOR PHOTOGRAPHS OF STOCK AND POULTRY.

If you happen to have a particularly fine looking animal or fowl of any breed, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of poultry will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of Horses, Colts, Cattle, Calves, Sheep, Lambs, Hogs or Poultry, either single or in numbers. On the back of the photos give breed, weight, age and other information bearing upon the case. State whether or not animals or fowls were fed Gold Coin Foods.

Send all photos to
GOLD COIN STOCKFOOD CO.,
Union Stock Yards, Chicago.

RHEUMATISM in man or beast cured by Gold Coin Healing Oil.

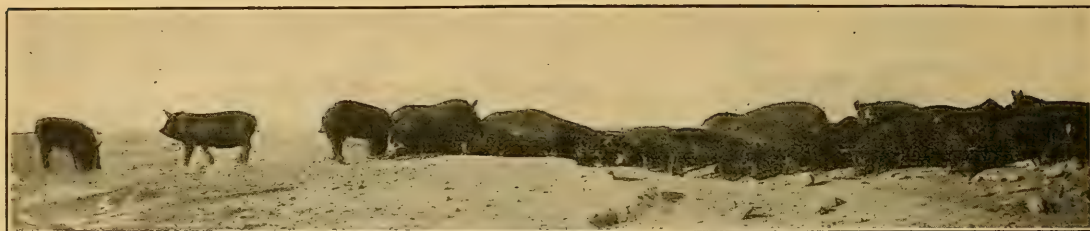
For Frost Bites apply Gold Coin Healing Oil freely.

For Sore Teats in cows use Gold Coin Healing Oil.

In caked udder rub the whole bag with Gold Coin Healing Oil—it relieves inflammation and cures the trouble.

WORMS! WORMS!! Gold Coin Worm Powder expels bots and worms of all kinds; it is perfectly safe and harmless and guaranteed to do the work.

It purifies the blood, as nothing else will, **Gold Medal Condition Powders.**



SCIENTIFIC HOG FEEDING.

HOW ANY FARMER OR HOG-RAISER CAN DOUBLE HIS YEARLY HOG PROFITS.

The scientific feeding of hogs has reached such a point at the present time that the farmer or special hog raiser who does not use some kind of scientific fattening food, cannot compete with the hog raiser who does. A hog raiser who uses Gold Coin Hog Fattener, is bound to beat his neighbor who does not, because the "Fattener" fattens in about half the time, and yet, at least 15 to 25 per cent less feed is required. Any farmer who knows anything at all about stock, knows that a young animal fattens easier (that is on less food) and quicker time than an old one. If a farmer can "crowd" his hogs and get them on the market at 5 to 6 months of age, weighing from 175 to 300 pounds he knows that the amount of feed required up to that period will be very small, thus leaving the seller a much greater profit than if that same hog was fed for a year. The older a hog gets the more it eats, and the less fat it puts on from a given quantity of food. Quick fattening is the kind that pays.

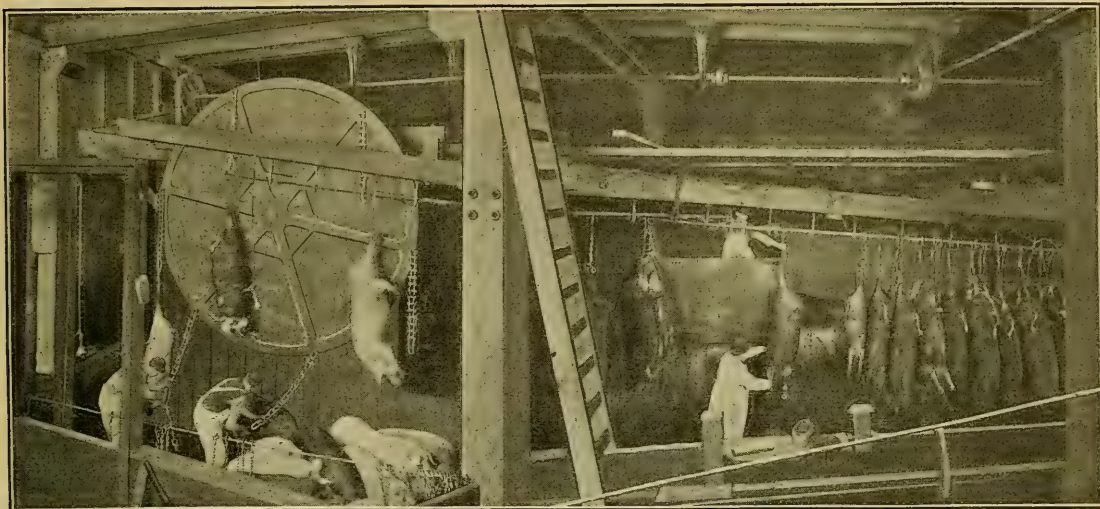
We beg to ask the earnest attention of all who are interested in the raising of hogs. First, that we may teach them the new and scientific methods of feeding now adopted by the successful, money-making hog raisers, and second, that we may put them in a position where they, too, can obtain the wonderful new scientific preparations and fattening foods, which make hog raising successful. In a few words as possible we wish to tell how almost anyone, whether experienced or not, can with but very little expense, and very little labor, breed and raise hogs at great profit. There is almost nothing in the line of stock in which there is so much profit as hogs. The demand for good hogs is great, and the demand for scientifically fed hogs—and young suckling pigs—is greater.

The number of hogs that are killed by the various packing concerns in the United States runs into the millions each year. The number of pounds of lard runs into the billions. The demand is not decreasing. Therefore the more hogs you can raise the more money you will make. Two very important facts face every swine raiser, first, to raise hogs in large numbers they must keep in good health, and second, they must be fattened quickly and gotten rid of quickly, so as not to reduce the profits of the yield by too much consumption of feed. How can these two important facts be met successfully? Just as easy, if not easier, than raising anything else. For the benefit of the hog raiser a

new scientific compound has been invented—Gold Coin Hog Fattener—which possesses a TRIPLE action. Its first action is to aid and increase digestion and assimilation and the superinduced production of fat and growth which make the hog reach full weight in almost half the usual time. The tender age of the hog also makes the meat more desirable and healthful. Gold Coin Hog Fattener does exactly those three things, it is scientifically compounded so as to be a Digestive, a Blood Purifier, and a Flesh, Bone and Fat Producer. All that is necessary to do the most scientific feeding of hogs, and make big profits is to feed Gold Coin Hog Fattener regularly three times a day in their regular feed. It is very simple. Every package contains a little measure which gives the scientific amount necessary to give each hog to get the very best results. Doing so is sure to make extra money for you out of your hogs. We don't care how many different kinds of stock foods or condition powders you may have used, Gold Coin Hog Fattener, is a fattener scientifically compounded for hogs and hogs only, and will do the work when general "stock foods" fail. A stock food which is said by its owners to do everything from fattening horses down to making chickens lay more eggs may possibly do nothing, because such a preparation is not scientifically compounded for any special use. But Gold Coin Hog Fattener is specially compounded for the fattening of hogs only, and it does it, as thousands of hog raisers will testify. Gold Coin Hog Fattener is not for cattle, sheep or horses—it is for hogs only, and therefore it will do for hogs that which no other preparation now on the market will. It is much less expensive than the various stock foods on the market, and will bring you a hundred times more profit. If you are raising hogs, it is important that you should use a "hog food" pure and simple and thus make the most profit possible from your season's yield. We want to see you make more money than ever out of your hogs, and will gladly help you if you will write us regarding the number of head of hogs you have, their breed, their present condition, etc. All correspondence and advice is free. Write us regarding any of your stock at any time. We will be pleased to answer, and get you on a scientific basis of feeding, and thus also get you on the right track for making extra money. Write our veterinary department if your hogs or any of your stock become sick.

Don't ship hogs or cattle to market until they have been fattened. Fat gives weight and weight means money to you.

Hogs fed on Gold Coin Hog Fattener have better flavored pork and often command a premium in the market.



Hog Killing, as Done at the Great Armour Packing Co., Union Stock Yards, Chicago.

Visitors are always welcome to go through this and the various other interesting departments of the company, where clean, up-to-date, sanitary methods of dressing and preparing meats can be seen. The above picture shows the process of "sticking." The two men in the pen to the left of the picture attach the hogs by one hind leg to the revolving wheel which carries them up and puts them on a trolley, which carries the hog, dangling by one leg, past the "sticker," who sticks them with lightning rapidity, but with great precision and accuracy. The dead hogs are then carried on the trolley and dropped into the tanks of boiling water, as shown on the next page in this book. The above picture is copyrighted by Armour & Co.

OUR GREAT CASH GUARANTEE.

Every preparation we have on the market is backed by the strongest Spot Cash Guarantee. We offer \$1,000.00 if we ever refuse to refund money when our preparation fails to bring paying results. We know of no other concern doing business on a guarantee policy, but we know so well what our Foods and Remedies will do that we can always and are always willing to say that "your money will be cheerfully refunded if any of our preparations fail." And we stand by it, and back it with a strong Cash Capital. In dealing with us you will always know that you will be treated honestly. If anything is not just as you understood it to be, write and let us know and we will make it right, or refund your money without argument.

Gold Coin Hog Fattener will make your hogs gain as much as 10 to 12 pounds per bushel of corn while the average hog only gains 6 to 8 pounds without it.

Paying results from our foods is what built up our enormous business.

GOLD COIN HOG FATTENER,
The Money-Maker,

Saves feed, makes fat and extra money.

CONDITION YOUR BREEDERS FOR SALE.

If you are preparing any hogs to sell for high prices as breeders, feed them Gold Coin Hog Fattener. It will give them a fine finish and make them more attractive and bring you a higher price.

GOLD COIN HOG FATTENER,
Prevents Hog Cholera.

It saves your herd, and saves your money.

Gold Coin Hog Fattener purifies the blood and makes the constitution strong.

POINTERS FOR HOG RAISING.

You want to grow and fatten quickly to save high-priced corn. Gold Coin Hog Fattener saves 15 to 25 per cent of feed and fattens in three-quarters the time.

Over 500,000 farmers endorse Gold Coin Hog Fattener and use it for fattening hogs with 15 to 25 per cent gain in profits.

Gold Coin Hog Fattener keeps your pigs well and makes them grow all winter.

Pork is high and hogs are big money makers if you keep them growing rapidly. Gold Coin Hog Fattener is guaranteed to increase meat and fat production 15 to 25 per cent. Some raisers say 50 to 100 per cent gain.

WHY WE CAN GUARANTEE YOU 15 TO 25 PER CENT PROFITS.

It is easy for us to guarantee 15 to 25 per cent when thousands of stockmen all over the country claim it makes 50 per cent and more for them. But suppose you had saved 15 per cent, wouldn't that be a great payer to you when it only costs one cent for five days? Furthermore, we can easily guarantee Gold Coin Hog Fattener because we know it contains the ingredients that stimulate and create fat products. Hogs fed it simply have got to lay on fat. Write to us to-day.

GOLD COIN FATTENING FOODS.

Now, More Than Ever Before, Maintain their reputation as the Farthest-going and Best Stock "fatteners" on the market to-day.

Refuse cheap and worthless substitutions, use only the best.



Scalding Hogs in the Packing Houses, Union Stock Yards, Chicago.

FATTENING FOR MARKET.

You Double Your Profits by Fattening Quickly.

It is recognized that the greatest profits in hog raising are obtained by forcing the feed from birth until ready for the market. Hog breeders always make big profits and they are making larger profits today than ever on account of the scientific method of feeding with Gold Coin Hog Fattener.

This hog Fattener is fed to brood sows and the increased richness of her milk imparts strength and vitality to her pigs. The pigs when weaned are fed the Gold Coin Hog Fattener in their slop or other feed and in five to eight months are ready for market weighing 200 to 300 pounds—their pork tender and sweet. These scientifically fed hogs often command a premium in the market.

QUICK FATTENING.

Maybe you have never used Gold Coin Hog Fattener and want to use it now just to fatten up some hogs quickly. In this case the dose will have to be increased. Use Gold Coin Hog Fattener two measurefuls for each hog twice a day, mixed with the slop; or wet up the grain feed and mix Gold Coin Hog Fattener with it. If you wish to push the fattening very rapidly you may feed the Fattener three times a day. Give plenty of water to drink. Some raisers use three measurefuls three times a day to get excessively speedy results. Gold Coin Hog Fattener not only shortens the fattening period but it saves 15 to 25 per cent of the feed. One bushel of corn will produce 10 to 12 pounds of pork if fed along with Gold Coin Hog Fattener, whereas a bushel of corn fed alone will only produce 6 to 8 pounds. We have had hog raisers report even larger gains. Therefore we can easily guarantee 15 to 25 per cent

gain, and we agree to refund the price if it does not. We want you to test it. Write to us.

FATTENING STUNTED PIGS OR SHOATS.

The best breeder will sometimes have a few stunted pigs in his herd. They never seem to get started growing. Separate them and feed a measureful of Gold Coin Hog Fattener in good, rich slop three times a day. This will give them a quick start and they will soon be even with the rest. Gold Coin Hog Fattener is the cheapest thing you can use and it is the quickest. It never fails.

MONEY IN FAT.

In raising hogs for the market, you must do more than merely feed to sustain life. It gives no profit. **YOU MUST FEED TO FATTEN.** Fat, if taken on quickly and cheaply, brings the big profits. In view of these facts, farmers should be on the lookout for a special food that will fatten quickly and with the least amount of waste. You want a food which, when pushed (as during the fattening time), will keep your hogs hungry all the time, increasing their digestion and turning every ounce of feed into flesh and fat. Quick work means quick profits. Gold Coin Hog Fattener makes quick fat and saves 25 per cent of feed, thus giving you 25 per cent more profit, and gets you to the market first. Fed regularly on Gold Coin Hog Fattener, your hogs are kept up to the highest point of health, making their bones grow, and giving you large-sized hogs. The best hogs for the market are hogs that have been fed from birth upon fattening foods. It is the cheapest in the long run, and brings you greater profits. If you have never used Gold Coin Hog Fattener, write to us for a package or pail and use it on our guarantee. It will cost you nothing, if it fails to bring you paying results.



Inspecting Pork at the Chicago Union Stock Yards.

BRAINS--MONEY.

The most "scientific hog feeding" made simple by using the famous Gold Coin Hog Food and Fattener. It is all mixed and ready for use when you get it, and you just simply put one measureful (about a tablespoonful) of the "Hog Fattener" in the regular feed for each hog, two or three times a day, according to how often you feed.

If you are not feeding Gold Coin Hog Food, you are missing a certain amount of profit on your hogs, which you are perfectly entitled to and ought to get. And, too, buyers like scientifically fed hogs a great deal better than the common fed hog. Make your grains save you money, by using Gold Coin Hog Fattener regularly on your hogs. What you save by so doing is profit to you. We give a printed guarantee on every package of Food that it will save you 15 to 25 per cent of your feed and increase your profits, or price refunded. If you have never used Gold Coin Hog Food, write to us at once and test it at our expense, if it fails to give you paying results.

SCIENTIFIC FEEDING.

Every Hog raiser who uses Gold Coin Hog Fattener is doing the most scientific feeding without going to any extra trouble, except to mix in the feed a measureful (about a tablespoonful) of the scientific "fattener" to every 2 hogs. It greatly aids digestion, lays on fat, and keeps them free from disease.

LESS THAN HALF A CENT A DAY.

The least expensive Food on the market—the BEST in quality—goes the farthest, and is backed by the strongest guarantee. No other food in the world can take its place. Gold Coin Stock-food Co. is the largest Fattening Food Company in the world (capital \$3,000,000) and backs every guarantee.

MAKE A TEST ON OUR SPOT CASH GUARANTEE.

You take no risk in testing Gold Coin Hog Fattener as a fattener. Take 2 to 10 or more head of hogs and place in separate lots. Give the same food to each, except give the one lot Gold Coin Hog Fattener and give none to the other lot. Use it for 60 to 90 days and then weigh results. If the lot on which the Gold Coin Hog Fattener was used does not show a paying gain your money will be refunded. IF IT DOES SHOW A GAIN YOU WANT IT. IT'S MAKING MONEY FOR YOU. YOU ARE MAKING MORE MONEY THAN YOUR NEIGHBOR WHO DOES NOT USE IT. If you have faith in improved breeding or labor saving machinery, you must have faith in a feed-saving, scientific preparation like Gold Coin Hog Fattener that makes perfect digestion and rapid growth. A fair, practical test will prove that hogs can be fattened in less time and with less feed than is usually used. No fairer offer can be made. Test it yourself on our Spot Cash Guarantee. You get the profit it wins, and we stand the loss if it loses. Write us today.

PREVENTS HOG CHOLERA.

It prevents Hog Cholera by phagocytosis and natural tissue resistance, caused by the great health-giving qualities of Gold Coin Hog Fattener. Six feeds for a cent. It often saves thousands of dollars in Cholera time.

RUNTS TURNED INTO BIG, HEALTHY HOGS.

by the regular use of Gold Coin Hog Fattener. Sold only on guarantee to bring you paying results.

A WINNER.

This man believes in using a scientific, up-to-date preparation like Gold Coin Hog Fattener. It not only helps to fatten them, but it keeps them well.

HOG RAISING.**HOW TO MAKE YOUR'S MONEY MAKERS.**

RAISING ON SMALL SCALE. The waste around the house and at the very most \$2 or \$3 worth of feed will raise a fine hog or two. Such hogs are practically all profit. They are like finding money. The feed can be made to go much farther and your hog will have a clean, fine, fat finish if you will use Gold Coin Hog Fattener once a day. We guarantee it to put on a half pound of fat more for every cent's worth of Gold Coin Fattener you use. We especially wish to interest small raisers.

RAISING ON LARGE SCALE. To large raisers the great item of expense is feed. Remember, that sick hogs or those with weak constitutions can't grow and lay on fat like healthy hogs. You know this. I know it. Naturally, I, as a man with practical experience, always urge the use of Gold Coin Hog Food and Fattener from birth up in order to increase the constitutional strength of the animals. If your expenses are high your profits are less. Sick hogs, like sick people, waste in flesh, waste of feed, that is waste in expense—money. Weakly hogs make very little profit over the feed you give them. It is a known fact in science that animals eat too rapidly to digest all they eat. Considerable of their food passes away undigested, not turned into flesh, bone or fat. Now right here is where Gold Coin Hog Food and Fattener gets in its work. Here is where the large raiser can save all the way from 15 to 50 per cent. It makes the hogs digest every ounce they eat and turn it into flesh and fat. They just can't help it. Gold Coin Hog Fattener stimulates digestion and creates growth, strength and health. It prevents Cholera, Pneumonia and thus saves you loss by disease.

As a money-saver to the raiser we urge scientific feeding by the use of Gold Coin Hog Food and Fattener. Try it, and use it, and if it does not save you money in feed, in waste of fat by sickness, in loss by death from cholera and make you a handsome profit in increased size of hog and quantity of fat, it won't cost you a cent. Every pound of Gold Coin Hog Fattener is sold on a **SPOT CASH GUARANTEE.**

It is not what your hogs eat, but what they digest, that makes money for you.

A LOSER.

This man doesn't believe in the new scientific methods of feeding and cleanliness, Hog Cholera caught him napping and as a result his hogs are all dying instead of getting fat and making money for him.

THE BOAR.

Farmers too frequently neglect the condition of their boars. The boar should be in good condition, and full of vigor and healthy vitality, and he will hand down his good qualities to his get. Gold Coin Hog Fattener will give him greatly increased vigor and his pigs will have extra strong constitutions. It pays to have pigs born with strong constitutions. They fatten easier and are less liable to hog cholera. The Gold Coin Hog Fattener should be fed to the boars three times a day during the breeding season, otherwise once a day.

FANCY PURE BREEDING.

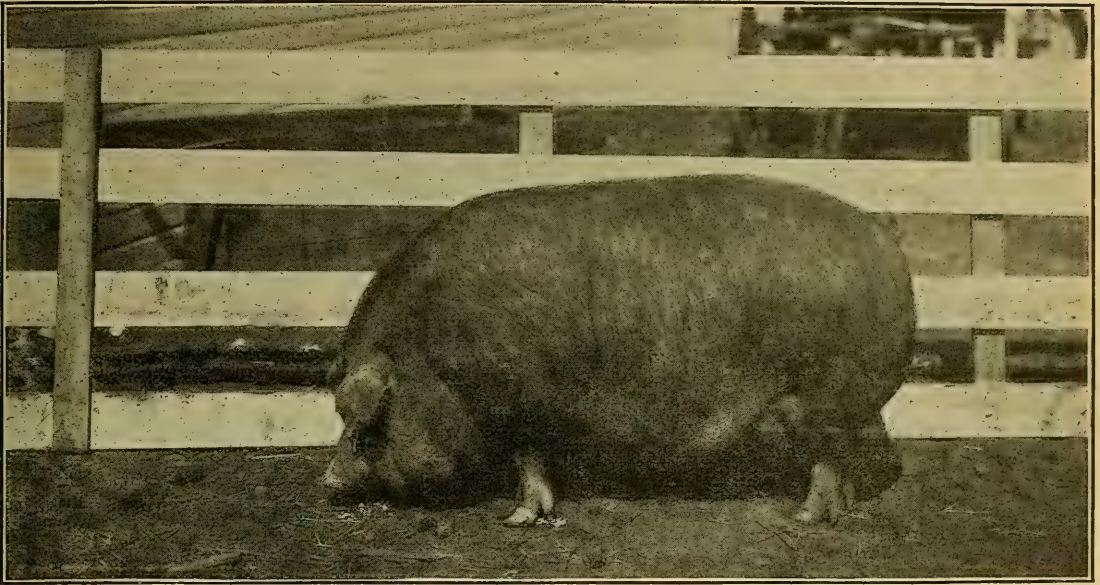
If you are feeding fancy hogs for the prize ring, we will guarantee the finest finish you ever saw if you will use Gold Coin Hog Fattener once or twice a day. The boars and sows will look pictures of beauty and health. Prize winners all over the country claim they owe a great deal of their success in the prize ring to Gold Coin Hog Fattener. It makes their rounded form and sleek skin look attractive. These little points are what win the Blue Ribbons.

YOU CANT LOSE, WE WON'T LET YOU.

The successful farmer is the one who makes the most money. The 15 to 25 per cent that you save by feeding Gold Coin Hog Fattener makes you just that much more successful than your behind-the-times neighbors who feed the old way without any scientific help. Gold Coin Fattener makes the animals digest all they eat, and turn it all into flesh and fat—money for you. There is no waste. Test it. Every pound of Gold Coin Fattener is sold on a guarantee to bring you paying results or your money back if it fails. But it won't fail and thousands of the most successful farmers claim they would not feed without it. Some say it saves them 15 to 25 per cent in feed and the increase in fat and fineness in finish makes them 50 per cent more. Write to us. We take the risk if it fails and you get the profits it wins.

HOGS DIGESTION.

In fattening hogs you are always over-crowding the digestion. Doesn't common sense tell you that hogs need Gold Coin Hog Food and Fattener to aid digestion. It will save feed.



Pure Bred Duroc-Jersey Sow. (Owned by Mr. Wm. Malcolm, Worthington, Minn.)

The above picture shows off to an excellent degree the good points of the Duroc-Jersey Hog. It will be noticed that this breed has its distribution of flesh where it will dress at a very high percentage. It is a good hog for the general farmer as well as the special hog raiser. Mr. William Malcolm, of Worthington, Minn., is the owner of the above beauty, and will be pleased to correspond with any who contemplate putting in the Duroc-Jersey breed. His prices are right. Mr. Malcolm uses Gold Coin Hog Fattener for his hogs. It is an excellent preparation for hogs, because it not only increases rapid growth and fattening, but keeps them free from disease.

THE DURCO-JERSEYS.

Feed your Duroc-Jerseys Gold Coin Hog Fattener. It will do wonders for them in the way of development. This hog naturally has a good frame, puts on flesh rapidly, and is a good breeder. Gold Coin Hog Fattener is a preparation made up for the special purpose of developing and fattening hogs. It does it by increasing the digestion and assimilation, thus making every ounce of food the hog eats rapidly turn into bone, muscle and fat. It is the first and only "Hog Fattener" on the market, and has long been wanted by hog raisers. It also prevents Cholera and keeps hogs free from disease by keeping them at the highest possible standard of health. Feed Gold Coin Hog Fattener regularly to your Duroc-Jerseys from an early age up as directed in article on "Feeding for the Market," and you will have 150 pound to 350 pound hogs in five to eight months. It is this kind of quick, scientific fattening that brings you big profits. People in the cities are becoming educated to the use of scientifically fed meats, therefore quickly fattened animals are more in demand now than ever before.

(Description of Breeds continued on next page.)

6 Feeds for 1 Cent.

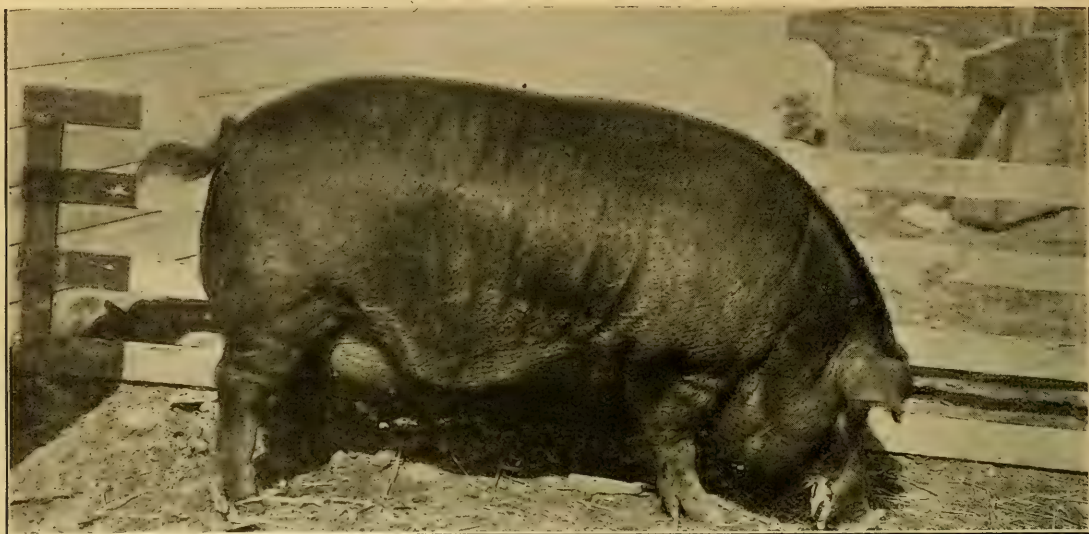
At this very low price no farmer or stockman can afford NOT to feed this very valuable "Food" to his hogs. It is guaranteed to make you a saving of 15 to 25 per cent on all your feeding. Considering the results obtained, Gold Coin Hog Fattener is about 50 per cent cheaper than any other Food on the market at the present time.

NOW IS THE TIME.

There never was a time like NOW to begin using Gold Coin Hog Fattener. With corn and all feed at its present high price, you are simply forced to scheme around some way to make a saving in feed. You must do something to make every ounce of feed count. That is what is known as "economic and scientific feeding" and that is the right way to feed. Every farmer and stockman should do it. You should figure close on feed, for what you save in feed is profit. You simply take a little measureful of the Hog Fattener for each hog, and put it in the regular feed. It increases their digestion, regulates the bowels, keeps the water clear, and turns every particle of food they eat into bone, muscle and fat—and it does it in almost half the time. If you have never used Gold Coin Hog Fattener, we want you to try it, get a package or pail and use on our guarantee. We know that it will make you a saving of 15 to 25 per cent in feeding and greatly shorten the time of fattening. You are raising hogs for money. Therefore, the more rapidly they grow and the quicker they fatten, the more money you make, not to say anything of the feed you have saved. Isn't that a good reason why you should use Gold Coin Hog Fattener? Send for a package to-day, and try it on your growing hogs.

SCIENTIFIC FEEDING MADE EASY.

To keep hogs healthy, strong and vigorous and prevent Hog Cholera and other diseases, use Gold Coin Hog Fattener—it makes them grow big, and puts great bone, muscle and fat on them for you—it is weight that counts in hog selling.



Prize-Winning, Pure Bred Duroc-Jersey Boar, Yearling.

LANCASHIRE HOGS.

This is a pure white English breed, which has been bred for many years in England. It is bred in England today with great success, and is very popular. Put this hog on Gold Coin Hog Fattener and it shows the influence by increase of fat and size from the very start. If you have Lancashire hogs and have never used Gold Coin Hog Fattener, we will be pleased to have you write us at once and arrange to commence the feeding of your hogs to demonstrate the great value of our "Hog Fattener," and we guarantee it to save 15 to 25 per cent of the feed and shorten the "fattening period" almost one-half.

VETERINARY SURGEONS ENDORSE THIS FOOD FOR HOG CHOLERA.

Gold Medal Condition Powders put the hog in such a fine condition and maintains it at the highest standard of health, thereby overcoming the cholera germ by phagocytosis and tissue resistance, making it the most ideal remedy for cholera. Veterinary Surgeons know this, and are always glad to recommend its use.

Don't feed to waste feed, but to make your hogs digest all they eat. That makes fat.

2700 pounds EXTRA Guaranteed on 40 hogs in 90 days

Average fattening hogs will gain a half to one pound extra per day, if fed on Gold Coin Hog Fattener. On 40 hogs, a fair average estimate would be three-quarters of a pound per day. In one month this would be 900 pounds—at 5 cents a pound. This would mean \$135 extra profits above your usual gains. It more than pays to use it. Test it, and if it don't give you paying results, your money will be refunded.

HOGS NEED ASHES AND CHARCOAL.

Burn up your corn cobs into charcoal and mix one part of salt to three parts charcoal, to which is added one measureful of Gold Coin Hog Fattener for each hog, and see how your pigs will relish it. It is very good for them every once in a while, because it relieves the acidity of the stomach to which pigs are often subject.

BREEDING HOGS FOR MONEY.

Hogs are ready for breeding purposes at six to eight months, but it is better not to breed them until ten to twelve months old. Save the best sows for breeding.

BROOD SOWS.

Save the Brood Sows that are the best mothers, the best nurses to their young. The old brood sow is often the best. Young ones don't know so well how to bring a litter of pigs to maturity without loss.

FARROWING.

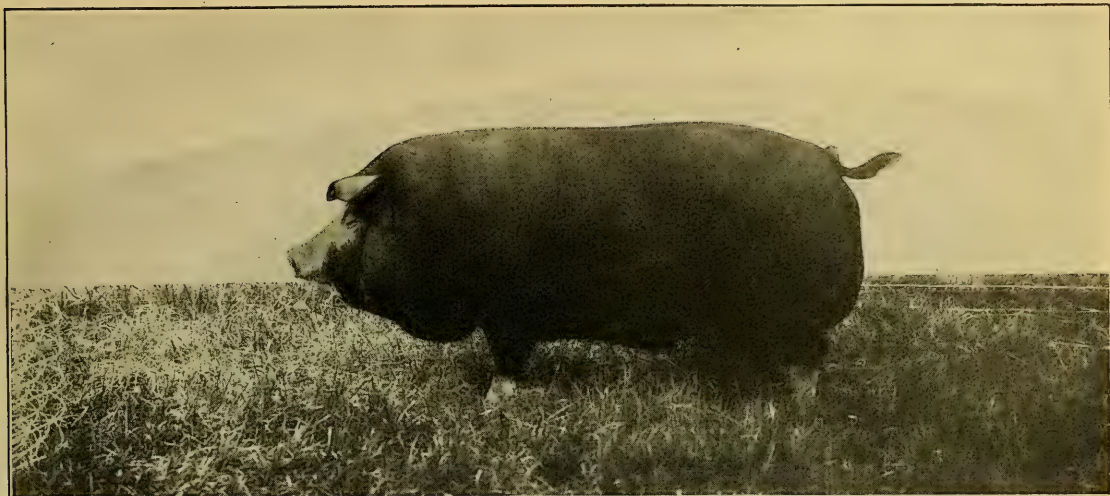
Feed the brood sows Gold Coin Hog Food and Fattener right along. If they are with pig it nourishes the body and puts her in better condition for farrowing. After farrowing Gold Coin Hog Fattener makes the milk rich and causes the pigs to grow more rapidly and gives them strong constitutions and good health. They will make easier fattening hogs. Gold Coin Hog Fattener can be fed with perfect safety, as it contains only medical ingredients which are beneficial to pig-bearing. It keeps a sow in better condition of strength and health and will enable her to raise two good litters a year of fine healthy pigs.

WEANING.

When you wean young pigs at six weeks of age, mix a measureful of Gold Coin Hog Fattener for each five pigs once a day in their milk or slop. They should also be given some green feed. Pigs should be castrated at two to four weeks of age.

A WONDERFUL PIG GROWER.

Make a slop of ground corn, barley, oats, rye, and shorts with skim milk or sour milk and water, and in this mix a measureful of Gold Coin Hog Fattener for each five pigs twice a day. You will be surprised at their wonderfully rapid growth. Gold Coin Hog Fattener contains the elements which make bone and flesh. These pigs simply have to thrive to their fullest extent. This feed as described above is far better than fresh milk. Try it and test it for yourself on our CASH GUARANTEE.



Pure Bred Poland China Sow.

THE POLAND CHINA.

This breed of hogs was originated in Ohio, and are probably the most popular and-most extensively raised hog in the West. They have good form, with short legs, straight, broad back, short head, wide between the eyes, full square shoulders and hams, and drooping ears. The color is black with some white markings. This breed of hogs needs Gold Coin Hog Fattener from birth up, to give it strong bones and frame to hold up the great development of flesh and fat which they acquire. Gold Coin Hog Fattener makes them grow faster, thus saving you always from 15 to 25 per cent feed. If you are raising Poland China hogs, you should at this time of the year, consider the great value of a scientific preparation that is guaranteed to build up and fatten your hogs in much shorter time than usual. The expense of feeding is also reduced to about one-fourth. Hog raisers from all parts of the country are reporting that Gold Coin Hog Fattener is clearing them as high as 50 per cent more profit than ever before, in many instances. Test Gold Coin Hog Fattener on your young hogs and old ones, and on your breeders. It will invigorate them and make them more prolific. We guarantee it to be a money-maker for you, or refund the price.

NEAPOLITAN HOG.

On Gold Coin Food and Fattener, these hogs are remarkable for their fine quality of flesh and their style and finish. Their ears are erect, head small, nose slender, neck short, body long, and round, and the hind quarters higher than the front quarters. Feed Gold Coin Hog Fattener regularly and it will save in fattening and expense of feeding more than 15 to 25 per cent.

(Description of breeds continued on next page)

\$5,000 CASH GUARANTEE.

We will forfeit \$5,000 and the cost of chemical analysis to anyone who can prove that Gold Coin Hog Fattener contains injurious ingredients. It is a medical, vegetable and chemical combination which contains the elements made by nature that produces increased fat production.

STUNTED PIGS, OR RUNTS.

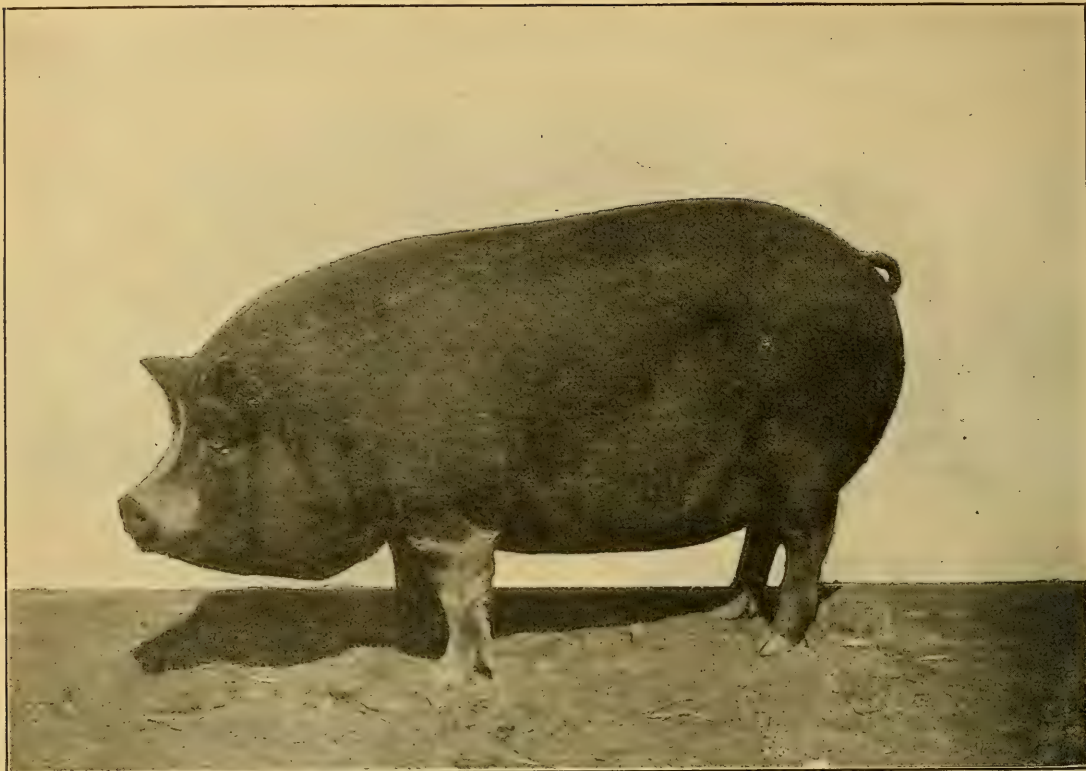
No farmer who makes farming a business, can afford to raise runts. They run around 2 or 3 years, eating up your grain and you get nothing to show for it. The real cause of runts is usually poor digestion. You can have no runts if you are a regular user of Gold Coin Hog Fattener. Its principal action is to give strong digestion and assimilation. Every bit of grain they eat is turned into healthy tissues, thereby laying on of fat and flesh begin at once. Runts make just as good eating after being raised upon Gold Coin Hog Fattener as if they were forced up to 300 pounds in six months. Small runts, 2 and 3 years old, weighing only 50 to 70 pounds, are forced up to 250 to 350-pound hogs in 3 to 5 months. Farmers who have never used this wonderful "Fattener" simply stand in amazement at the remarkable results. If you have never used it, write us direct for a \$2.00 pail (25 lbs.), and we will have you test it on our guarantee. It costs you nothing if it fails to bring you paying results. Gold Coin Hog Fattener starts runts growing and keeps them growing, being a medicated food, it lays on a delicious flavored fat and flesh that is highly praised by all who eat it. If you have any runts, get after them with Gold Coin Hog Fattener. It will save you 2 or 3 years' feed—and gives you a large, healthy hog. Try it.

EDUCATED PEOPLE NOW-A-DAYS WANT SCIENTIFICALLY FED MEATS.

To obtain extra fine meats you must put something in the feed that will impart to the flesh a delicious flavor and texture. Gold Coin Cattle Fattener contains those ingredients. Feed it and notice the difference in quality of the meat, and feed Gold Coin Hog Fattener to hogs and there will be more of it on the pig, too.

IF YOU HAVE NEVER USED GOLD COIN HOG FATTENER, WRITE US AT ONCE.

And test it on our guarantee. If it fails to bring you paying results, it costs you nothing.



Pure Bred Berkshire Sow—First Prize Winner.

BERKSHIRE HOGS.

If you have Berkshire hogs and want them to show to their best advantage, put them on the world-famous Gold Coin Hog Fattener. It will put a finish on your hogs that cannot be obtained in any other way. It is not only a fattener, but it is a good hog conditioner. It makes no difference whether you have one hog or one thousand hogs, you should use Gold Coin Hog Fattener. The duty of a hog is to eat and get fat. Gold Coin Hog Fattener stimulates the appetite, increases digestion, and lays on fat in great quantities. It also builds up the bone and muscle, giving the hog a good constitution so it can get around on its legs better, more easily keeping it free from disease, at the same time giving it huge proportions and enormous weight for its class. The Berkshires are good breeders, hardy, medium size, easy to raise, quick to grow. By many breeders they are ranked even with the Poland Chinas. If you are not using Gold Coin Hog Fattener, write us direct for a package or pail, and test it at our expense if it fails to bring you paying results.

(Description of Breeds continued on next page)

GOLD COIN HOG FATTENER,

Makes Little Pigs Grow,

So that they can be marketed at 6 months, weighing 300 pounds.

Gold Coin Hog Fattener is a valuable addition to the regular feed of fattening hogs.

We guarantee that your hogs will gain more than one-half pound extra for every cent's worth of Gold Coin Hog Fattener you feed.

SICKNESS—LOSS WITHOUT DEATH.

Sickness in your hogs, even though it does not cause death, causes loss of flesh. Loss of flesh is loss of the feed you fed. It just takes that much more feed to put the flesh back on them again. Hence the loss through the sickness was—loss of (1) flesh, (2) time, (3) feed—all of which represents MONEY. It pays to keep your hogs always at the highest point of health. Gold Coin Special Hog Fattener is guaranteed to bring you an absolute increase of 15 to 25 per cent in profits and to save you money and time in feeding. We make this great cash guarantee because we know that Gold Coin Hog Fattener contains the ingredients which stimulate and create growth of bone, flesh, and fat. Animals fed on Gold Coin Hog Fattener have to thrive because they are kept at the highest point of health. It's easy for them to lay on fat because the Fattener makes them digest and assimilate all they eat. If you have never used it write to us and test it on our guarantee. Price refunded if it fails to bring paying results.

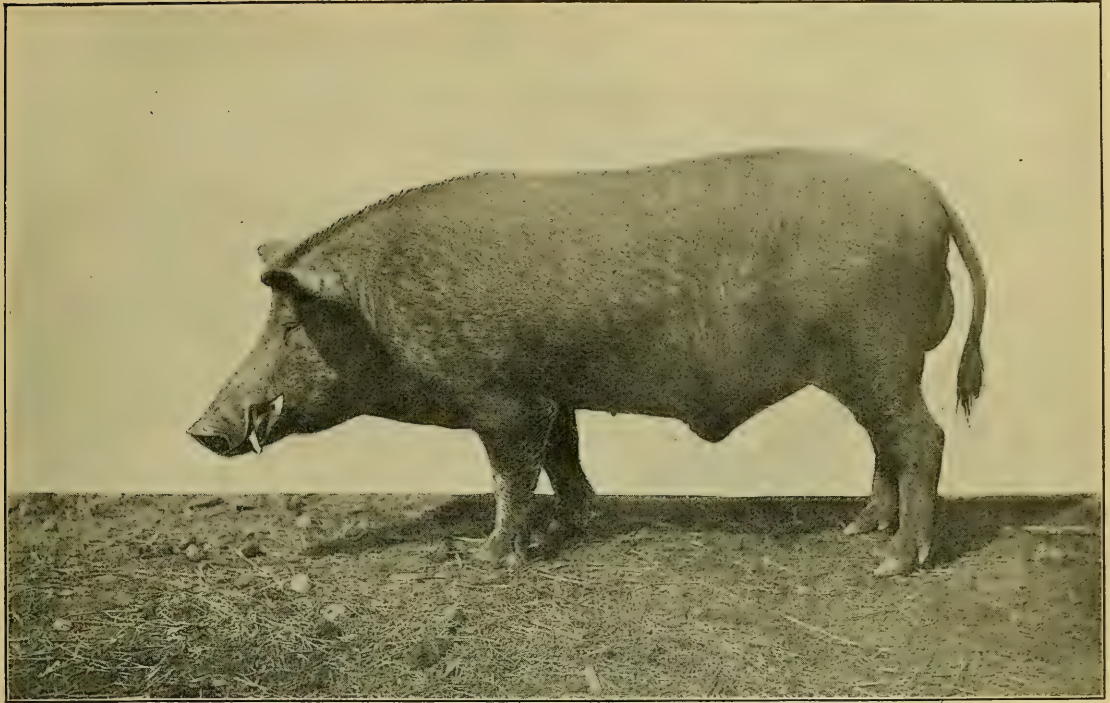
GOLD COIN HOG FATTENER,

Prevents Hog Diseases

And keeps brood sows strong and healthy.

GET AFTER YOUR RUNTS WITH GOLD COIN HOG FATTENER.

It starts runts growing, and keeps them growing. It lays on fat in larger quantities, and gives you a hog of 250 to 350 pounds in two to four months' time.



Pure Bred Tamworth Boar.

The above Tamworth Boar, a splendid specimen of his breed, is owned by Mr. H. N. Ayers, Honey Creek, Wis. This boar "Simpson's Diamond" (948) won 1st prize at the Minnesota State Fair. He is 2 years old and weighs 780 lbs. The Tamworth hog is the ideal "bacon type"—the kind the packing houses like. Mr. Ayers uses Gold Coin Hog Fattener and also Gold Coin Cattle Food. All who have never used Gold Coin Hog Fattener should begin now. We guarantee it to make you extra money. Any one desirous of investing in Tamworth Hogs should write Mr. Ayers. His hogs are among the finest in this country and well worth the price he is asking.

THE TAMWORTH HOGS.

In Canada this breed of hogs has become a great favorite. This is an excellent hog to raise, because of the fact that it comes to maturity so early. It is chestnut or bright sandy red in color. Long face; long, deep sides; light jowl and shoulder, which make it a convenient hog for pork packers to handle. It is supposed to have the highest percentage of lean meat, which is of very delicious flavor and texture. When fed on Gold Coin Hog Fattener they make very rapid and excellent growth. It also gives a good bony structure on which to carry the flesh and fat, and give weight. Feed Gold Coin Hog Fattener to this breed from birth up, as it improves the condition of the flesh and keeps the animal in a better state of health during its entire lifetime. It gives a better flow of milk to the sow, and makes them more prolific. They are good mothers and good nurses, usually bringing up their young with excellent skill. The boars are very vigorous and good producers. When dressed, these hogs make good weight and their flesh is of fine quality, lean and pink, and as long as lean bacon continues to be in demand the Tamworths will always be a good variety to raise. All Tamworth raisers ought to use Gold Coin Hog Fattener, because it will make a surprising increase in the size and weight of the body in this hog. The strong, bony structure of this animal enables it to carry an enormous weight without danger of their legs giving away.

(Breeds of Hogs continued on next page)

THERE NEED BE NO RUNTS.

When Gold Coin Hog Fattener can be had, it makes big, fat pigs of Runts. It does it by stopping the waste of food that runs through it undigested. Every bit of grain or feed the runt eats is digested and turned into flesh and fat. That is the nature of our "Hog Fattener." It is made to do that, and that it does do it, can readily be seen from our Guarantee. Runts should be separated from the rest of the herd, kept in a clean pen, and fed frequently on warm ground feed that has been soaked for some hours before feeding. To every bucket full of feed mix in one measureful of Gold Coin Hog Fattener, or you can even give two measurefuls if necessary to get quick results. Our "Hog Fattener" is the only specific "Hog Fattener" on the market today. It has the correct scientific ingredients in it that go right into the make-up of a hog for building and fattening purposes. It is to fatten hogs—and hogs only—and it certainly DOES do the work. General stock-foods can't compare with it. Try it on your hogs.

HOG INSURANCE.

It is just like having good insurance on your hogs to feed Gold Coin Hog Fattener. It's the cheapest insurance you can buy, only one cent for ten days and it's not only guaranteed to prevent diseases but to make you 15 to 25 per cent profit.

Fat comes from what the hog digests. That's money for you. What passes through undigested is lost money for you.



Pure Bred Yorkshire Hogs.

THE YORKSHIRE WHITE HOG

Gold Coin Hog Fattener does remarkable work on the Yorkshire White hog. It promotes the appetite, increases the digestion, and builds up the hog in a remarkably short time. In this breed of hogs The Fattener brings about easy fattening. Yorkshire is a good hog for farmers to raise because they have a first-class constitution, are excellent breeders and take good care of their young. But most important of all, the use of Gold Coin Hog Fattener fattens them so quickly that they can always be gotten to the market early—which means ready money. In this breed of hogs it is also best to feed the Gold Coin Hog Fattener almost from birth up, because by its general conditioning qualities, it builds up the whole animal, bone, muscles and fat, giving a larger growth and a greater weight. By this method your Yorkshire whites can be put on the market at 200 to 300 pounds in a remarkably short time. If you have never tested the value of Gold Coin Hog Fattener in hog raising write us at once for a package or pail and you can try it at our expense, if it fails to bring you paying results.

THE SUFFOLK HOG.

This is simply a modification of the Yorkshire hog. It has all the characteristics of the Yorkshire hog. It is small in size, usually very fat, with small, short legs, thin skin, and fine, white hair. Gold Coin Hog Food and Fattener helps this breed very materially by building up the body, strengthening the frame, aiding digestion, saving food wastes, and the laying on of flesh and fat. In this particular breed, Gold Coin Fattener always makes a great increase in the profits.

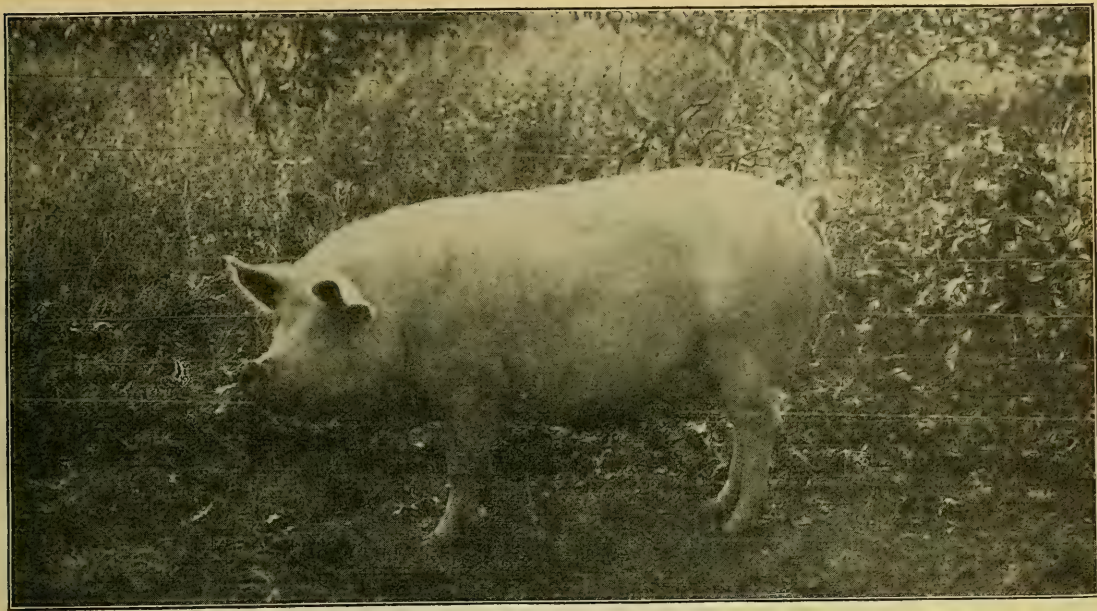
(Breeds of Hogs continued on next page)

EASY CARE OF HOGS.

Hogs require practically no care. On the other hand when they get sick there is practically nothing that can be done as they die so quickly, and besides their diseases are all catching, contagious. Hence it is of greatest importance in swine raising to prevent disease entering the herd. Most people call all hog diseases Cholera. To my own knowledge there are sixteen different diseases which people call Cholera. All are dangerous but reasonable care will prevent and cure every one of them. This will explain why one farmer will get much better results from Gold Coin Food and Fattener than another. If you have fed your hogs with Gold Coin Food and Fattener regularly, diseases will rarely if ever get into your herd, and if it does the attack will be milder. The farmer who has been feeding the Fattener now and then in a slipshod way, cannot expect such good results. Nine times out of ten this same careless farmer has not paid any attention to disinfecting. Whenever the pens are cleaned they should be thoroughly sprinkled with Gold Coin Germ Killer. It is surprising that this careless farmer saves any of his hogs, after a disease gets started.

The use of a scientific Gold Coin Hog Food and Germ Killer (Disinfectant) is only common sense care of hogs. You should improve and build up the constitution and this can be done in no other way than to aid the digestion which you are always over-crowding in hogs, by feeding regularly every day the Gold Coin Hog Food and Fattener. It will save you half the feed. Not only the feed is saved but the digestive organs are kept in better health and the whole constitution strength-

Continued on next page.



Prize Winning Improved Yorkshire White Sow.

ened. That is the way to prevent Hog Cholera. When Hog Cholera gets in your herd you can't guarantee an absolute cure in all cases, but should the disease prove to be one of the sixteen other diseases that are frequently called Hog Cholera, we can guarantee an absolute cure by the proper use of Gold Coin Condition Food and Gold Coin Disinfectant. But the easiest and safest way is to feed to all your hog-stock, the sows, boars, pigs and hogs Gold Coin Food and Fattener once a day and keep them in the fastest growing condition. This extra good health makes them easier to fatten. We guarantee the Gold Coin Food to save you 15 to 25 per cent. It can and will be a money-saver to you or the price will be refunded. We only urge you to try it fairly and honestly on our SPOT CASH GUARANTEE. Write to us today. Feed scientifically and make money.

THE ESSEX HOG.

Feed your Essex hogs on Gold Coin Hog Fattener. It improves them in every way. They are large hogs and need something to strengthen their constitutions from young up: Gold Coin Hog Fattener will quickly fatten them at almost any age. Their color is black, face short and weight at maturity 300 to 350 pounds. If you raise Essex hogs don't fail to test Gold Coin Hog Fattener on them, and it will save you money in feeding and make you additional profit by shortening the period of fattening. Other English varieties of hogs are the Cheshire and the Black Dorset. They are easily fattened when fed Gold Coin Hog Fattener. We have had reports from hog raisers both in England and America on the effects of Gold Coin Hog Fattener in these breeds, expressing exceedingly gratifying results.

It pays to make 15 to 50 per cent profit whenever you can save it by feeding Gold Coin Hog Fattener.

THE CHESTER WHITE HOG.

This is a fine, white hog that responds very quickly to the fattening influences of Gold Coin Hog Fattener. If you wish to raise hogs for quick marketing, this is one of the very best breeds to handle. Where Gold Coin Hog Fattener is used from young up the Chester Whites develop so rapidly, and when the "fattening period" comes, take on fat so rapidly that they are always a great source of profit to the owner. Feed your Chester Whites Gold Coin Hog Fattener regularly and there will be an amazing improvement in the entire condition of the animal. Gold Coin Hog Fattener is prepared especially for fattening and enlarging the body of the hog. It puts more meat on the bones, and makes a heavier hog when dressed. Send for some of this Fattener if you are raising Chester Whites, and we will be glad to furnish it to you on our guarantee that it will bring you paying results, or the price of the Fattener refunded.

ECONOMIC FEEDING MADE EASY.

Feed your hogs Gold Coin Hog Fattener and you are doing economic feeding. It is known by all the best hog raisers to be the greatest "feed saver" in existence. It ought to be, because that is exactly what it is made for. It is a "Hog Fattener" for hogs. It forces fat on hogs, shortens the fattening period almost one-half. You can send your 6 to 8 months old hogs to market, weighing 150 to 350 pounds. Brings you a 25 to 50 per cent profit over and above anything you ever made before. Try it. You can't lose; we won't let you.

GOLD COIN HOG FATTENER,

Saves 15 to 25 per cent of feed.

Feed saved is money made—Do you want more money?

18 pigs by one sow is one of the unusual results of feeding Gold Coin Hog Fattener,



Pure Bred Berkshire Sows and Young.

PROFIT IN SUMMER FATTENING.

Great profits can be made by summer fattening if it is done right, that is, properly. Summer and early fall is the very best time to fatten hogs, because at this season of the year they make the quickest gains. Summer and fall is really the least profitable time for fattening if you follow the old method and take ten to eleven months to get your hogs on the market. But grow and fatten them quickly, as can be done with Gold Coin Hog Fattener, and get them to market at 6 to 8 months of age, and you make wonderful profits. You make profits in two ways. First, getting to market early brings higher prices, and second, you save 3 to 5 months of feeding—which is that much food saved. Gold Coin Hog Fattener is the greatest "Rapid Grower" and "Quick Fattener" in existence. It shortens the fattening period almost half. Stockmen all over the country are making almost double the profits they did before. The proper method is to begin fattening from birth up, because young animals turn more of their feed into flesh than old ones. You know this and should take advantage of it. "Gold Coin Hog Fattener" will force almost any young pig to a 200 to 300 pound growth at 6 to 8 months or less, and that is the time to make them bring the most profit. In summer and fall while the corn is still in the milk, feed stalks and all, as the hogs will also eat a great deal of the stalk. Give them clover, too, if you can. Feed the "Fattener" twice a day—a measureful to each hog, and you will have such quickly grown up, large hogs as to astonish your neighbors. Gold Coin Hog Fattener never fails to fatten—it is the only food manufactured that is sold for the especial purpose of fattening, and it does it, and does it quick. Write for a supply of it and begin using it at once. A 25-pound pail \$2.00. We guarantee our Hog Food to clear you 15 to 25 per cent more profit than without it.

IT PAYS THEM. IT WILL PAY YOU.

If your friends and neighbors use Gold Coin Hog Food and Fattener and make extra money by it, it ought to, and will pay you, too. You can't afford to be behind anybody in your community. Our Hog Fattener is easy to use, you simply put a small measureful (about a table-spoonful) of "Fattener" in the regular feed for your hogs, and it makes them grow, fattens and puts a fine finish on them in almost half the time. All you need to do is feed the "Fattener" and it will do the rest.

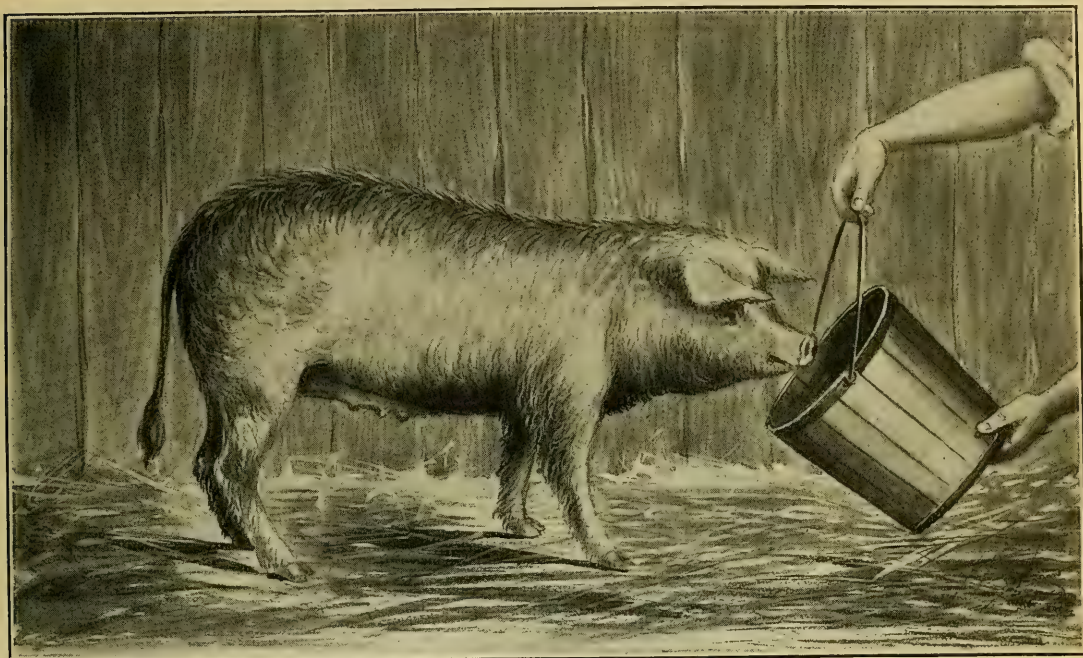
MONEY! MONEY!! MONEY!!!

A good little bunch of money is in store for you, if you can quickly and cheaply pile on 20 to 30 pounds of extra fat to each of your hogs, just before going to market. The buyers pay just as much for fat as for lean, and this extra fat has cost you almost nothing to put on. Gold Coin Special Hog Fattener is prepared especially for that purpose. It prevents every possible waste, and uses up every kernel of grain they eat, allowing no waste, or undigested food to pass off in the offal. The digestion in the stomach and bowels is so stimulated and increased that everything is digested and turned into fat, and it gives a good finish to hogs, which is always attractive to buyers. If you have never used Gold Coin Hog Fattener, write to us and get a package or pail and test it on our guarantee.

Beef is high and cattle are big money makers if you keep them growing rapidly. Gold Coin Cattle Fattener is guaranteed to save you 15 to 25 per cent.

Cattle fed on Gold Coin Cattle Fattener have better flavored beef and often command a premium in the market.

Before Feeding Gold Coin Hog Fattener.



3-Year-Old Runts Can Be Started Growing and (See next page.)

DON'T WASTE YOUR MONEY.

Experimenting with other Stock Foods. Buy Gold Coin Hog Food for your hogs and we guarantee that it will keep them free from disease and fatten in almost half the time. For Hogs you want "Hog Food"—what's good for a horse is Not always good for a hog. To fatten Hogs and keep them free from disease, you must give a "digestive," something to turn the feed into strong muscles, bone and fat. Gold Coin Hog Food and Fattener, is the only exclusive "Hog Food" sold on the market today. We are the only firm that has as yet discovered a Special Hog Food Fattener. We claim superiority for our Hog Food over the common stock foods in that ours is a Hog Food prepared especially for Hogs—not a Horse food for Hogs. How can a Horse Food made for great big horses be a suitable food for Hogs. Your common sense tells you it cannot be. If you want your hogs conditions bettered, get Gold Coin Hog Fattener and see how much better work it does than a hit-and-miss, for everything stock food. Feeding nowadays has been gotten down so scientifically that we feed Special Hog Fattener to hogs, their kind—Cattle Fattener to cattle and their kind. Poultry Food to Poultry and their kind, etc. Horses shouldn't be fed a fattener unless, possibly, after an illness, or to help the condition powder to round out the animal and get a better figure, and then combine the cattle fattener with the condition powder in equal parts. The condition powder to give life and spirits to the animal and act as a tonic to the entire system, the fattener to fill up all hollow places, aid digestion and put a fine glossy finish to the coat.

YOU CAN'T AFFORD TO BE AN UNSCIENTIFIC FEEDER.

When it is so easy to use a scientific food like Gold Coin Hog Fattener. It is sold on a guarantee to bring you paying results.

Feed "Hog Fattener" to Your Brood Sows.

It will make them give more and richer milk. This will make the little pigs grow up more quickly and increase their health and vigor, thus allowing of earlier weaning. It keeps the sow stronger, too, and enables her to raise two litters of pigs each year, without danger to health. Gold Coin Hog Fattener can be fed to brood sows all the time, both before and after farrowing. It is the best and purest Hog Food in the world and we strongly advise its use for this purpose. It makes the little pigs extraordinary growers and they show the good influence of the feeding by developing enormous bodies and abundance of fat. Every 25-pound pail of "Gold Coin Hog Fattener" saves you ten to twelve dollars worth of corn. If you have one hog, or 1,000 hogs, Gold Coin Hog Fattener will practically give you 50 per cent more profit than you ever made before.

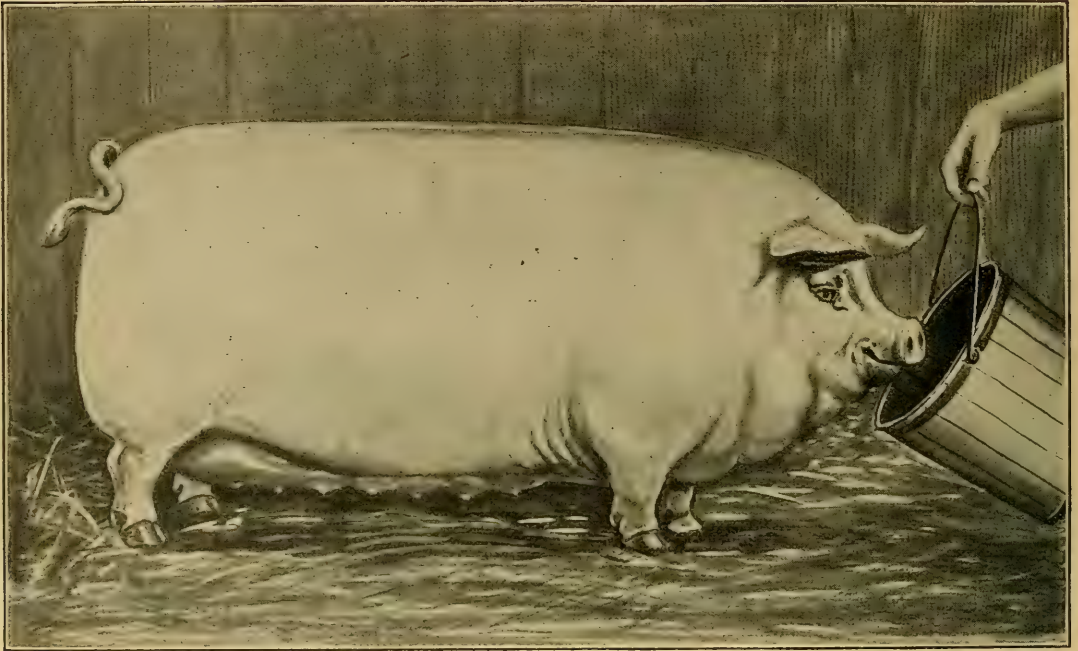
THE SECRET OF PROFIT IN HOGS LIES IN RAPID GROWTH AND FATTENING.

Very often Fall Pigs turn out to be Runts. Runts usually mean a loss of money to a farmer. Because after two or three years of feeding, you may have nothing to show, or sell, for the feed eaten, and in case feed has been high priced, a good deal of money is actually lost. In this rapid Age of Progression, pigs should be ready for market, weighing 175 to 350 pounds, in 6 to 9 months, bringing their owners handsome profits.

THEY EAT BUT DON'T GET FAT.

Some animals eat a lot but don't lay on any fat. Others eat less and get fat, this because they digest all they eat. Gold Coin Hog Fattener does this. It is bound to make 15 to 25 per cent.

After Feeding Gold Coin Hog Fattener.



In 3 to 5 Months be Made 300 Lb. Hogs By Using Gold Coin Hog Fattener.

DO YOU BELIEVE IN IMPROVED LABOR SAVING MACHINERY.

Of course you do. Every educated, intelligent man does, because he sees such machines working before his eyes every day. Then you must readily see and understand, at a glance, the great value of the Gold Coin Stockfood Company's great improvement in "Feed-Saver" foods. Our "Fattening Foods" are an improvement on scientific feeding just as important as improved machinery is to farming, and are guaranteed to save 15 to 25 per cent of all feed fed your stock. It is a known fact that few animals have perfect digestion—almost one-third the food they eat goes through them without doing them any good. Our "Foods" prevent all this loss. It makes every ounce of feed given digest and turn into fat and growth of the animal. It only requires a practical test to prove that it is a great saver of grain and time. We only ask you to test Gold Coin Hog Fattener on a reliable guarantee that it will bring you more profits. It cures and prevents Hog Cholera, because it keeps the blood cool, bowels regular, and water clear. It is a scientific medicated Hog Fattener, highly prized by all farmers. Its immense sales prove that the majority of farmers want to save more feed and make more money.

QUICK FAT.

40 to 50 days' time saved when you use Gold Coin Hog Fattener.

If it will do this, you, as a scientific farmer or stockman, can't afford to be without it. It puts a fine finish on hogs that always brings the top prices at the market, or when sold for breeding purposes.

Hogs fed on Gold Coin Hog Fattener simply have to grow big and fat—they can't help it, because all they eat they digest.

AMERICAN HOGS IMPROVED.

Ever since Gold Coin Hog Fattener was introduced among the farmers and stockmen of America, hogs have been improved and the food has received great renown and praise. Farmers like to feed this special hog food to their hogs. It develops and fattens them in almost half the time. One careful hog raiser writes, "You have got the greatest hog fattener in the history of stock raising. I would not try to raise hogs without it."

A SURPRISE IN STORE FOR YOU.

A pleasant surprise in store for all Farmers and Stockmen who have never opened a Package of Gold Coin Hog Food and Fattener.

Feed Gold Coin Hog Fattener to the boar, he will sire more and better pigs.

Duroc-Jerseys like Gold Coin Hog Fattener; it keeps them free from disease, and makes them grow fast and fatten quickly.

The best preventive of swine disease is Gold Coin Hog Fattener.

Keep your pigs well by regular use of Gold Coin Hog Food. They die quickly when once they get sick.

The greatest preventive of Hog Cholera is Gold Coin Hog Fattener.

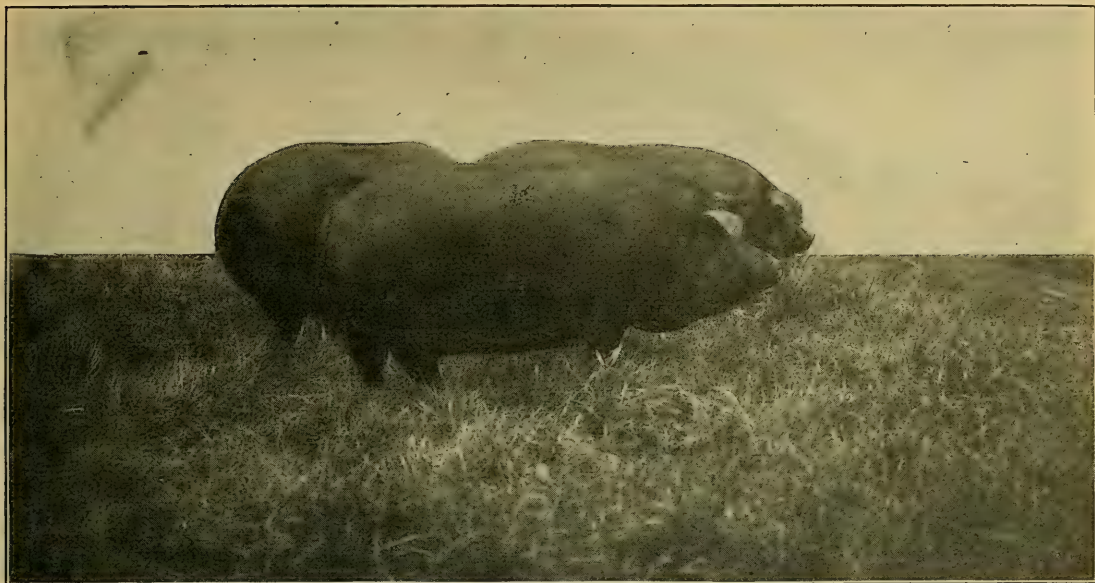
Gold Coin Hog Fattener keeps hogs perfectly healthy all the time.

Don't give your hogs a chance to get sick, keep them on Gold Coin Hog Fattener as a preventive.

Skim milk and Gold Medal Condition Powders are as rich and nourishing for pigs as new milk. Try it. It saves you the cream.

Pigs can't stand much sickness. They die quickly. Keep them well by the regular use of Gold Coin Hog Fattener.

Gold Coin Hog Fattener keeps hogs well and makes them grow and fatten quickly.



Poland China—First Prize Sows.

SUMMER FATTENING.

Summer and early fall are the BEST time to fatten; it's the cheapest. They make more rapid gain. Flesh is 80 per cent water, and during the summer and fall you can feed them lots of green stuff, as clover, corn on the stalk, etc. The hogs will eat a great deal of the stalks. A little Gold Coin Hog Fattener given along with the feed will cause complete digestion of all they eat and lay it on their bones in fine pork. Feed the Fattener regularly and hurry the fattening along from spring to fall, so they will be ready for market. True economy lies in keeping hogs growing from the day of their birth till ready for market. Have your pigs come early so you can market them in the fall at six to eight months of age and you will make a larger percentage of profit than carrying them over the winter. Young animals, being in a growing stage, convert more of their feed into flesh and fat than full grown animals. To shorten the fattening period means just that much more profit for you. Gold Coin Hog Fattener will not only shorten the fattening period, and save you 60 to 120 days feeding, but it actually saves you feed. One bushel of corn fed without Gold Coin Hog Fattener will produce only six to eight pounds of pork, while if fed along with Gold Coin Hog Fattener it will produce 10 to 12 pounds and more. Gold Coin Hog Fattener is especially prepared for the purpose of fattening hogs, not for horses or cows. It is essentially a fat producer.

IT TURNS YOUR RUNTS INTO BIG, FAT HOGS.

Gold Coin Hog Fattener puts runts or shoats in the heavy-weight class in a short time. And being a medicated food, it lays on a fat and flesh of a most delicious and healthy quality. Try this great "Fattener" on your runts. It costs you nothing, if it fails to bring you paying results, your money is refunded.

FALL PIGS.

Fall pigs are more likely to be runts. This is true if they have cold pens and no attention is given to feeding. We, and thousands of swine-breeders, have proved that with reasonable care and by using Gold Coin Hog Fattener along with the feed you can keep your hogs growing in fine condition all through the winter. Then you will have fine, good-sized young hogs to turn into the pasture in early spring and they will be fine, big fellows by May or June. There is no use talking, Gold Coin Hog Fattener is the greatest money maker a stockraiser can have on his farm. It makes meat as nothing else can. Hogs fed on it simply have to thrive to their fullest extent. We guarantee it to put on from a half to one pound of flesh for every cent's worth of Gold Coin Hog Fattener used. We could not make this SPOT CASH GUARANTEE unless we knew from our own practical experience and the experience of thousands of farmers and stock raisers that it does save 15 to 25 per cent in feed, and many claim it increases their profits 50 per cent or more. Reader, those are the results of scientific feeding. Now you try Gold Coin Hog Fattener. Test it at our expense on our SPOT CASH GUARANTEE.

GAINS ARE YOURS, LOSSES ARE OURS.

We claim, and thousands of other practical Hog raisers claim that Gold Coin Hog Fattener saves from 15 to 25 per cent; some say 50 per cent in feed and increased profits. If it fails to bring you these paying results your money will be refunded. Here is the chance for you to test Gold Coin Hog Fattener on the basis of a money-maker to you. We stand the loss if it fails, you get the profits it wins. Can't you see that any Fattener offered on such a proposition must be a winner? Write to us and test it.

GOLD COIN HOG FATTENER,

Should Be Fed to All Hogs.

It will make them big and fat and heavy—profit.



Prize Winning Sow and Young—Minnesota State Fair.

HOW TO MAKE GREAT PROFIT

BY SUMMER FATTENING.

You can double your profits and save half your feed and labor.

If you fatten slowly and feed your pigs 10 to 12 months and then sell them at a time when everybody else is selling off their pigs you will make very little profit. But commence fattening your little pigs early—feed them twice or three times a day on corn, clover and a measureful of Gold Coin Hog Fattener and you will have 250 to 300-lb. pigs at 6 to 8 months. You have thus accomplished in 6 months what it usually takes 12 months to do—saving six months of feeding and risk. Isn't that good profit? You now have an open market, at high prices, and you have saved more than half, because young animals convert more of their food into flesh than older ones. That is the way to make big profits from summer fattening. Gold Coin Hog Fattener opens the way to you to do this. Will you stand idly by and let this golden opportunity slip through your fingers, or will you send at once for a pail (25 lbs., \$2.00) of this marvelous "Hog Fattener" and begin doubling your yearly hog profits? With best wishes, we remain,

Yours for increase of profits,
GOLD COIN STOCKFOOD CO.,
St. Paul, Minn.

OUR "HOG FATTENER" MAKES 1 BU. OF CORN GIVE 10 TO 12 LBS FAT

Without Gold Coin Hog Fattener one bushel of corn alone only makes 6 to 8 pounds of fat. Big profits in using Gold Coin Hog Fattener.

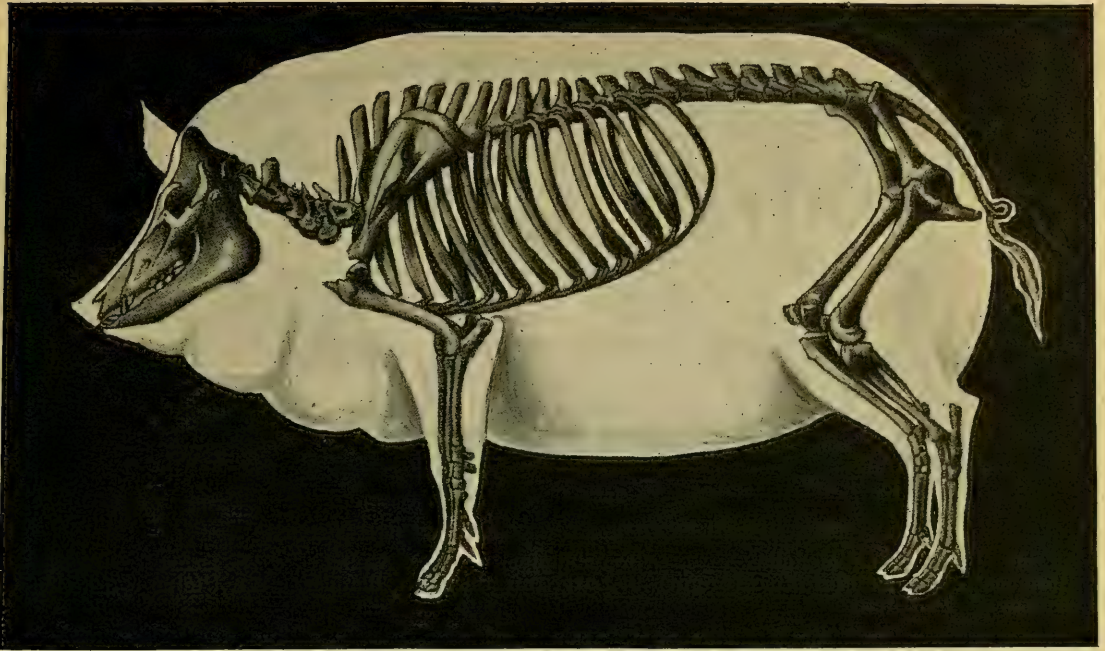
NO PAY UNLESS YOU WIN.

Can't you see as a practical stock raiser that we could not guarantee the success of Gold Coin Hog Fattener, unless we knew it was a winner? We can easily guarantee 15 to 25 per cent profits when thousands of stockmen claim that Gold Coin Fattener brings them 50 per cent and more in feed and time saved and increased quantity of meat. If you want to keep up with other successful farmers and stock raisers you have got to give up some of your old-time ideas. You have got to save the 15 to 25 per cent that other farmers are saving by using the scientific food, Gold Coin Stock Fattener. It saves feed and makes better tasting meat. The fashionable restaurants in the large cities won't use anything but scientifically fed meat now-a-days. Why shouldn't you make some of this fancy money? Test it on a certain number of your hogs and see how much better they will be than those that don't get Gold Coin Hog Fattener. You ought to feed all your hogs the Fattener and make the most money out of them. Every pound of Gold Coin Hog Fattener is sold on a guarantee to bring paying results. Write to us about it.

It is well known that animals eat so hurriedly that considerable of their food passes through them undigested. Feed Gold Coin Hog Fattener and they will digest and assimilate all they eat.

GOLD COIN HOG FATTENER,
The Money-maker.

Makes little pigs grow and big pigs fat—Money.



DISEASES OF SWINE—TREATMENT AND CURE. HOG DISEASES.

When hogs get sick they die quickly unless they get prompt attention. The age of maturity is two years, but by "crowding" the feed we get them ready for market weighing 200 to 300 pounds at six to eight months. An animal crowded to growth in this short period of time must make the sweetest meat. From the day of birth pigs are urged to eat all they can without regard to the strength of their internal organs. Therefore you should feed Gold Coin Hog Fattener to aid the digestive organs, tone up the heart, liver and kidneys and thus make stronger constitutions, and your hogs will not be one-tenth so susceptible to Hog Cholera and other fatal diseases. Years of practical experience by ourselves and thousands of farmers prove these results. Not only does Gold Coin Hog Fattener build up strong constitutions and prevent disease, but it saves 15 to 25 per cent in feed and time. These hogs have a fine finish and the meat is sweeter and tenderer. Your hogs will be the talk of your neighborhood. And you are making 15 to 25 per cent more money than your neighbor.

GOLDS, COUGHS.

Hogs lose appetite, heave out flanks, cough. Keep pens dry. Gold Coin Hog Fattener gives strong constitutions and enables the hogs to stand exposure better. Feed 4 measurefuls twice a day in warm, soft food and they will be over the trouble in a few days.

GOLD COIN HOG FATTENER,

Cures Hog Cholera better

Than most of the Cholera medicines on the market.

(Hog Diseases continued on next page.)

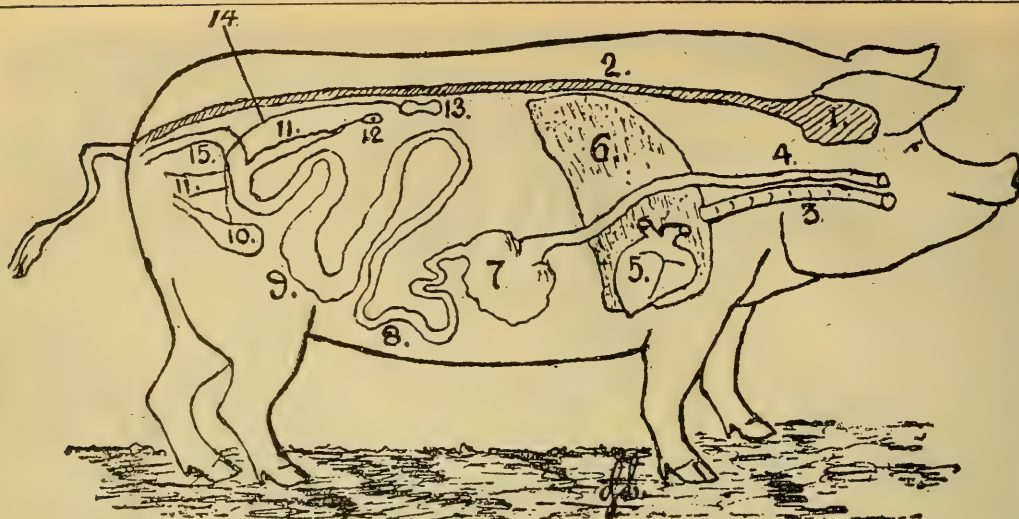
HOG ERYSIPELAS.

Red blotches appear on the ears, throat and front legs. The hogs get very sick, no appetite, vomit, constipated or may have diarrhoea. Hind quarters often become paralyzed. Hog Erysipelas is very contagious and fatal. Therefore, remove the apparently well hogs to new quarters at once and feed 4 measurefuls of Gold Medal Condition Powder to prevent or expel the disease if possible. Also add a teaspoonful of Gold Coin Germ Killer to each pail of water they drink. After handling the pigs and always after feeding the sick ones, never touch your hands to your face or head until you have thoroughly washed them in a solution made of two teaspoonfuls of Gold Coin Germ Killer to a quart of water to avoid getting the disease yourself. Everybody knows what a dreadful disease erysipelas is.

TREATMENT FOR THE SICK HOGS. Disinfect the pen thoroughly with Gold Coin Germ Killer, the best disinfectant, by adding four tablespoonfuls to a pail of water. Put a teaspoonful of the Germ Killer in each pail of water you give them to drink. Give 4 measurefuls of Gold Medal Condition Powders to each hog three times a day. If you have no Gold Medal Condition Powders, use the Gold Coin Hog or Cattle Fattener three times a day until you can get it.

RHEUMATISM.

Hogs, especially the weaker ones, will get rheumatism if the pens are damp and cold. When they have rheumatism they show lameness and tenderness in the afflicted part. You should have no hogs with weak constitutions in your herd, and you will not have any if you feed the great bone, flesh and fat builder, Gold Coin Hog Fattener. Only costs one cent for five days to hogs and one cent for ten days for pigs, and is guaranteed to bring you a gain of 15 to 25 per cent or your money refunded if it fails. Test it now, on our guarantee.



PRINCIPAL INTERNAL ORGANS OF THE HOG.

- | | | | | | |
|------------|------------------------------|---------------------|-------------|------------|-----------|
| 1. Brain | 2. Spinal Medulla | 3. Wind-pipe | 4. Gullet | 5. Heart | 6. Lungs |
| 7. Stomach | 8. Small Intestines (or gut) | 9. Large Intestines | 10. Bladder | 11. Uterus | 12. Ovary |
| 13. Kidney | 14. Ureters. | | | | |

DISEASES OF SWINE--CONTINUED.

EPIZOOTIC.

Malignant Catarrh, Sore Throat, Pneumonia, Fever.

Fatal and dangerous diseases. Red blotches appear. The hogs breathe quickly and with difficulty. Coughing, fever, running from the nose. Mouth generally open and dry. There is constipation or diarrhoea. In diphtheria there is more or less false membrane.

TREATMENT: These diseases are all due to germs, hence are easier to prevent than cure. Remove the apparently well hogs to new quarters and give them preventive treatment, that is, stop feeding corn and give three measurefuls of Gold Medal Condition Powders three times a day and put a teaspoonful of Gold Coin Germ Killer in each pail of water they drink. Give plenty of water. If you have no Gold Medal Condition Powders on hand, use three measurefuls of Gold Coin Hog or Cattle Fattener until you can get some Gold Medal Condition Powders. Disinfect the hog pens thoroughly with solution made of four tablespoonfuls of Gold Coin Germ Killer to each pail of water. After attending the hogs always wash your hands well in solution made of two teaspoonfuls to a quart of water to prevent carrying the disease germs into the house. If your hogs have strong constitutions they are less liable to germ diseases. Hence all your herd, pigs and hogs, sows and boars, should be fed the Gold Coin Hog Fattener regularly. It not only fattens and gives fine, strong constitutions, but by doing this it prevents disease. Every package is sold on a cash guarantee to do this. Feed it every day. It will save its small cost ten times over by the hogs it will save from disease, loss of fat during disease, and your worry. The profit in hog raising all hinges on the feeding, that is, to waste NO feed and get the most pork out of the feed. Every day your hogs are sick you lose that much fat, feed and time. You see, now, how it pays to feed Gold Coin Hog Fattener every day from the day of birth until mar-

ket day. Not only to prevent disease, but Gold Coin Hog Food is guaranteed to increase your gain 15 to 25 per cent. For regular feeding it costs you one cent for five days for hogs. Test it. You want well hogs all the time to have the best luck and make the most money. If Gold Coin Hog Fattener fails to bring paying results it won't cost you a cent. Write to us.

MEASLES.

Measly pork has small cysts about the size of a grain of wheat in the lean portion of the meat. The heat in cooking does not always destroy the micro-organs in the cysts, and if eaten undestroyed will cause tape-worm. This and eggs on lettuce and other garden vegetables are the cause of tape-worm in people. All vegetables that are eaten raw, should be soaked in salt water a half hour before eating to kill the tape-worm eggs. Hogs fed daily on Gold Coin Hog Fattener will have no worms, nor other diseases. Not only the health of the consumer, but also the health of your hogs, which means better, larger growth and easier fattening, is assured by the daily use of Gold Coin Hog Fattener. Every raiser can afford to use it, because paying results are guaranteed.

AS FAIR AS ANY MAN COULD ASK.

Gold Coin Hog Fattener is guaranteed to bring paying results. If it fails it won't cost you a cent, the price will be refunded. A fairer proposition could not even be asked for. We want to be fair. We know from practical experience as stockmen that Gold Coin Hog Fattener contains the ingredients that stimulate and create fat production, and we want every stock raiser to save 15 to 50 per cent if he can. That is what we are selling this New Fattener for. Feed a measureful to each hog once a day and it is guaranteed to prevent diseases and through its power as a bone and flesh producer, makes growth to fatten in three-quarters the usual time. Write to us and find out about it.

(Diseases of Hogs continued on next page)

HOG DISEASES--CONTINUED.

TRICHINA.

Trichina are corkscrew shaped germs about one-tenth inch long. They bore their way into the muscles (lean) and thus cause death. Every one has heard or read of the agonizing death from eating pork containing trichina. It is not safe to eat pork unless it has been thoroughly cooked. Ham should never be eaten raw. Trichina gets into the hogs through the eggs of worms. Gold Coin Hog Fattener keeps the hogs' systems clean from worms. It purifies the blood and produces healthful pork. It you raise hogs for your own use always use Gold Coin Hog Food and Fattener. Not only will you be assured of healthful pork but it is guaranteed to save you more than its cost to feed it. Therefore, it costs nothing to feed it and all stock raisers claim it saves 15 to 50 per cent. Write to us and test it on our guarantee.

RED BLOTCHES.

Red blotches on the skin is the common symptom of fever. Therefore, blotches usually appear in all contagious and inflammatory diseases. Gold Medal Condition Powders should be fed 4 measurefuls to each hog three times a day as soon as any blotches appear. If you had been feeding Gold Coin Hog Fattener regularly your hogs would have stronger constitutions and therefore more power of resistance to disease. Red blotches are also the leading symptoms in Hog Cholera, Hog Erysipelas, Diphtheria, and other dangerous and deadly contagious diseases. It is always wise therefore to immediately remove the apparently well hogs to new quarters. Give them 4 measurefuls of Gold Coin Condition Food three times a day and add a teaspoonful of Gold Coin Germ Killer to each pail of water you give them to drink. If you haven't any Gold Medal Condition Powders, use Gold Coin Hog Fattener until you can get the Condition Powders. This very inexpensive precaution may be the means of saving your entire herd. Give the Conditioner or Fattener at once when fewer blotches appear. BEWARE OF CHOLERA.

\$200.00 IN CASH PRIZES TO FARMERS AND STOCKMEN FOR PHOTOGRAPHS OF STOCK AND POULTRY.

If you happen to have a particularly fine looking animal or fowl of any kind, have him photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of poultry will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On the back of the photos, give breed, weight, age and other information bearing upon the case. State whether or not animals were fed on Gold Coin Foods and if you would like their picture with your testimonial in our book.

Send all photos to

GOLD COIN STOCKFOOD CO.,

Union Stock Yards, Chicago, U. S. A.

PHAGOCYTOSIS.

How the Body (Blood) Fights Diseases and Drives Them Out.

For the benefit of those who have never studied diseases under the microscope we will give a short description of how the blood acts when the body is attacked by a "Germ Disease." This includes Hog Cholera and all other contagious (or catching) diseases. Blood is red because it contains millions upon millions of small red particles (finer than dust) called "Red blood corpuscles." These red corpuscles have all to do with breathing, they carry the oxygen from the lungs to the different parts of the body. The blood also has small white particles in it, a little larger than the red ones. They are called "White Corpuscles." Thus we speak of the blood as possessing red and white corpuscles. The red are flat and the shape of a disc. The "White" are a shapeless mass, and are called Phagocytes (*Phago*—eat, and *cytes*—bodies), or "eating bodies." Their purpose in the blood is to destroy all foreign matter they can that gets into the system and blood. In Hog Cholera, the cholera germ gets into the blood and if the phagocytes attack them quickly and effectively will ward off the disease and the hogs' life is saved, thanks to the phagocytes. In a good healthy condition, the blood should be so well supplied with phagocytes that any ordinary attack of cholera should be averted. But in some severe cases the healthiest of the healthy will die. Therefore, it can easily be seen that the best and only thing to be done is to keep the health of the animal at the highest possible point so as to keep the greatest possible number of phagocytes in the blood to combat disease germs.

DISEASE GERMS, or microbes, are very small living bodies. They cannot be seen with the naked eye, they are so small. But hundreds of different varieties have been discovered with the microscope. They gain entrance into the body in many ways and cause the disease after which they are named, as cholera germs, cause cholera, etc. It is believed by many scientists that all diseases have a germ cause. It was discovered by scientists that there are certain drugs that would kill germs outside of the body, and these drugs are called germicides, antiseptics and disinfectants. But if any germicide were taken or given internally strong enough to kill the germs in the system it would kill the patient ten times over.

So, to sum up, we have learned from the discoveries of the scientists that there is ONLY ONE way to combat germ diseases—AND THAT IS TO BUILD UP THE SYSTEM, and make it so strong that it can resist the disease. "Gold Coin Special Hog Food and Fattener" is made for this particular purpose. It is made especially for hogs only. It keeps them at the highest standard of health all the time. By using it regularly it keeps the greatest possible number of phagocytes in the blood, makes the

(Continued on next page.)

HOG DISEASES--CONTINUED.

(PHAGOCYTOSIS.)

flesh and bones strong and tones up the whole animal to the best point of vitality. thus PREVENTING CHOLERA, and all germ diseases. Prevention of germ diseases is easier than trying to cure them. From what is said above you must see that there can be no positive cure. If the germs that have entered the hog grow faster than the phagocytes can kill them, death is sure to follow. What you must do, is PREVENT cholera. To PREVENT disease feed scientifically, and to feed scientifically for prevention you must put something in the feed that gives the animal more healthiness than they get simply from the grain. Feed your hogs "Gold Coin Hog Food and Fattener," as it keeps the hogs up to the highest point of health and free from all diseases. We guarantee it to prevent Hog Cholera—price refunded if it ever fails. Read our "SPOT CASH GUARANTEE."

THE U. S. GOVERNMENT'S INTERESTING REPORT ON CHOLERA.

Our government spent thousands of dollars making a thorough research on the subject of Hog Cholera. The commission's report was substantially this: Hog cholera is a true specific germ disease. Contagious in character. Like many other germ diseases, there has yet been no remedy discovered which will kill the germs in the living body. If any of the germicides now known were taken into the system in sufficient strength to kill the germs it would destroy the life of the animal. Build up and strengthen the vitality of the animal, and it will prevent the germ from obtaining a foothold. Observe cleanliness and use disinfectants freely.

Just such advice as that is what we have been giving the farmers and stockraisers for years. Being a germ disease we have always contended that Hog Cholera should be handled just as physicians and scientists treat human beings when they have germ diseases, that is build up their strength, increase their vitality and vigor, and do all that can be done to keep the blood pure and active. And as physicians do, give tonics to tone up the system of those who are exposed so that they will have the vitality to withstand the disease. And that is the very reason why "Gold Coin Special Hog Food and Fattener" has been so remarkably successful. It is a bodily tonic. It is the great blood purifier. Hogs kept on this wonderful Hog Food are practically insured against cholera. We guarantee that Gold Coin Hog Food and Fattener will cure and prevent Hog Cholera by strengthening the vitality so the bodily health and phagocytes of the blood will throw off the disease.

You want success with your swine. Therefore, you want Gold Coin Hog Fattener.

Use Gold Coin Hog Fattener on our Spot Cash Guarantee. Write to us and test it.

Big money only comes to successful raising, not by waste of feed and old-fashioned methods. Use our Gold Coin Hog Fattener and do scientific feeding.

CHOLERA.

It kills quickly. You may lose all your hogs in a few days unless prompt and careful treatment is given.

The very first signs of cholera are fever and shivering. Loss of appetite and great thirst. Red blotches appear and eventually the whole skin turns red and later to purple. First constipation, then diarrhoea, which becomes alarming. Hog cholera is an awful thing. It must have prompt and thorough treatment.

CARE OF THE APPARENTLY WELL HOGS.

Put those hogs which seem to be well in new quarters. Feed them no corn, and put a teaspoonful of Gold Coin Germ Killer (Disinfectant) in each pail of water or swill you give them. Give them all the clean water they want to drink. Keep their new quarters thoroughly disinfected by sprinkling with Gold Coin Germ Killer four tablespoonfuls to the bucket of water. Feed the hogs Gold Medal Condition Powders three tablespoonfuls three times a day. If you have no Gold Medal Condition Powders on hand use Gold Coin Hog or Cattle Fattener until you can get Gold Medal Condition Powders. Never go directly from the sick hogs to the well ones. Remember, the great thing in treating Cholera is to save your well hogs from getting it. Therefore, feed the Gold Medal Condition Powders religiously three tablespoonfuls a day, and put a teaspoonful of Gold Coin Germ Killer in each pail full of water to drink, and disinfect the quarters thoroughly every day by sprinkling with Gold Coin Germ Killer, four tablespoonfuls to the bucket of water. As soon as any hog shows the first signs of the disease, that is, as chills or fever, and refuses to eat, take it out at once and treat thus:

CARE OF THE SICK HOGS. On account of the frightful destructiveness of Cholera many raisers advocate immediate killing and burning of the sick ones, and destruction and burning of the pens and thorough disinfection of the ground. If you do not do this let the one who attends the sick hogs keep entirely away from the well ones. The hogs that will eat, give 5 measurefuls (tablespoonfuls) of Gold Medal Condition Powders in each pail of slop or soft food. If you have no Gold Medal Condition Powders on hand use Gold Coin Hog or Cattle Fattener until you can get it. Put a teaspoonful of Gold Coin Germ Killer in each pail of water you give them to drink. Keep the pens thoroughly disinfected with Gold Coin Germ Killer, four tablespoonfuls to the bucket of water. As the disease is due to germs the best way to stamp out the disease is to destroy the germs by thorough disinfection and then keep the surroundings pure and to give Gold Medal Condition Powders to purify the blood. Keep the health at the highest standard so the system can throw off the germs and their toxins.

Your fattest hogs are the most likely to get cholera first and die. Farmers, you can't afford to have cholera at all. It is far cheaper to feed

(Cholera continued on next page)

HOG CHOLERA--CONTINUED.

CARE OF SICK HOGS--CONTINUED.

your hogs from the day of birth Gold Coin Hog Fattener. We know that a great many farmers will not do this, but nevertheless, they would be making money by following our advice. Not only will you prevent disease but your hogs will grow faster and be ready for market three to four months earlier, which means a saving of 15 to 25 per cent. It gives them a finish, too, that makes them attractive and assures wholesome pork. We guarantee that regular feeding of Gold Coin Hog Fattener will more than save in feed what it costs you and will bring you 15 to 25 per cent more in increased pork production. All we ask is that you give it a fair and honest test. It is sold on a SPOT CASH GUARANTEE.

IS CHOLERA IN YOUR NEIGHBORHOOD.

If you have not been feeding Gold Coin Hog Fattener, and cholera appears in your neighborhood, look out. You may be too late. Your only hope is to begin to use Gold Medal Condition Powders at once, and allow no man or beast to get near your herd that has been visiting your neighbor's cholera stricken hogs. And don't you or your family go visiting that unfortunate neighbor. Show him your sympathy by loaning him this book and advise him to fight it and stamp it out of the district as quickly as he can. Feed your own pigs two measurefuls of Gold Coin Hog Fattener three times a day as long as the disease is in the neighborhood. "An ounce of prevention is worth a pound of cure."

HOW IT HAPPENS THAT CHOLERA KILLS SO MANY IN EACH HERD BEFORE IT CAN BE STOPPED.

When cholera gets into a herd it usually kills one-half to three-quarters or all. The reason for this is that most farmers don't begin doing anything until the disease appears in their herd or in their neighborhood. Of course in these cases the only thing to do is to begin the feeding of Gold Medal Condition Powders and keep the pens thoroughly disinfected with Gold Coin Germ Killer (Disinfectant), four tablespoonfuls to the bucket of water. Had you been feeding Gold Coin Hog Fattener for 60 days or more there would be very little danger. But if you wait until the disease gets into your neighborhood before you will use Gold Coin Hog Fattener you must not expect such good results as if you had been using it right along. Farmers, it pays to use Gold Coin Hog Fattener right along the year around. It prevents the danger of loss by disease and your hogs are 15 to 25 per cent ahead of hogs that don't use it.

Gold Coin Hog Fattener is the only exclusive hog fattener on the market today.

Hog Cholera is Carried.

Cholera is carried like smallpox and it is just as bad. The germs are carried in clothes. They are blown for miles by the wind, carried by birds, by dogs, cats, fowls, water in a stream, etc. If a creek runs through your hog yard and a neighbor up the stream has cholera remove your hogs at once and use no more of that water for any purpose on the farm. Hogs die so easily from disease, because, in the old methods of fattening the constitution is weakened. That is why Gold Coin Hog Fattener fed regularly from birth up gives them stronger constitution to withstand disease, and also makes them fatten easier.

CHOLERA COSTS MILLIONS A YEAR.

Millions of dollars are lost every year by Hog Cholera, because raisers do not take steps to prevent it in time. The time to begin prevention is with the pregnant sow and then with the pigs as soon as they eat by feeding Gold Coin Hog Fattener every day. Not only is the disease prevented, but it makes better bone and flesh, quicker growth and easier fattening, and makes the pig ready for market 2 or 3 months earlier. We guarantee the Fattener to save you in clear profits 15 to 25 per cent, or price refunded if it fails. Test it on this guarantee.

PURELY VEGETABLE.

Gold Medal Condition Powders and Gold Coin Hog Fattener are made up of pure vegetable medicines. Therein lies the result of their marvelous success in curing. The medicine used is of the best quality and of proper freshness and strength. Therefore, don't be misled into buying cheaper foods which require larger doses. It is the quality of a medicine that acts. You want quality not quantity. Gold Coin Fatteners are the Best and cheapest, because they go the farthest. 6 feeds for one cent for hogs and cattle, and 4 feeds for one cent for horses.

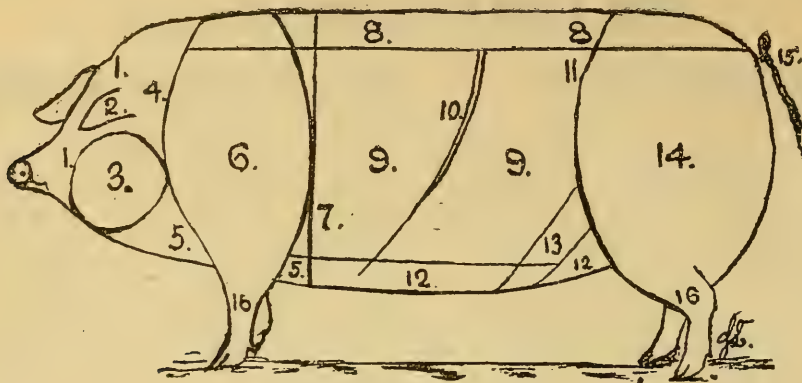
50,000,000 POUNDS DISINFECTANT.

That Gold Coin Germ Killer (Disinfectant) is the best on the market cannot be better demonstrated than by its enormous sale. Farmers and stockmen use it in preference to all others, because it is stronger and goes farther. A 50-cent can makes 50 gallons of Disinfecting solution.

CHOLERA TIMES.

In the cholera season, and in no other season should the farmer be without Gold Coin Germ Killer (Disinfectant). It destroys all kinds of germs. It should be used for all disinfecting purposes on the farm. It is the cheapest, because it is the strongest and goes the farthest. Only 50 cents for 50 gallons.

Make all the money you possibly can out of your hogs. Gold Coin Hog Fattener is guaranteed to make you 15 to 25 per cent extra money.



The Landmarks on a Hog.

- | | | | | | |
|------------|-------------------------|-------------------|-----------|------------|--------------|
| 1. Head. | 2. Ear. | 3. Jaw. | 4. Neck. | 5. Breast. | 6. Shoulder. |
| 7. Girth. | 8. Back. | 9. Sides (bacon). | 10. Ribs. | 11. Thigh. | 12. Belly. |
| 13. Flank. | 14. Hind quarter (ham). | 15. Tail. | 16. Leg. | | |

SORE MOUTHS IN SUCKLERS.

Infectious Sore Mouth may occur any time from birth to six weeks old. Large water blisters appear around the lips and snout. Deep cracks and scabs extend over the face and head, and in very bad cases even to the body and limbs, the joints later getting much swollen and inflamed. Ulcers form about the mouth and jaws, eating the flesh from the bones.

TREATMENT. Treatment must be prompt and thorough. Add two tablespoonfuls of Gold Coin Germ Killer (Disinfectant) to a pail of warm water. The young pigs should be dipped head foremost into the solution for a few seconds. Give a breathing spell and repeat for another 5 seconds. In the severe cases where ulcers have formed about the jaws remove the dead and loose flesh before dipping. After dipping always apply Gold Coin Healing Salve. Put the sow and pigs in new quarters and don't farrow any more sows in the old pen. The sow's udder should be bathed freely with the solution every day. Feed the sows two measurefuls of Gold Medal Condition Powders twice a day until the pigs are well. If you have no Gold Medal Condition Powders on hand, use a measureful of Gold Coin Cattle Fattener in soft feed twice a day until you can get the Gold Medal Condition Powders. You should always have the Condition Powders on hand to give when any diseases arise among your stock. If you feed Gold Coin Hog Fattener to the sow before farrowing the pigs will have stronger constitutions. They will also grow faster and on account of their good bone and vigorous health will make better hogs, able to carry a large quantity of flesh and fat with less liabilities to disease. To carry lots of fat they must have good health. Gold Coin Hog Fattener is guaranteed to promote good health and make you an increase of 15 to 25 per cent profit. If it fails to bring you paying results by its use, it will cost you nothing. Here is a chance for you to test Gold Coin Hog Fattener on its basis as a money-saver to you.

There is money in healthy hogs, not in sick ones. Keep them all well and strong with Gold Coin Hog Fattener.

Pure bred swine breeders claim that Gold Coin Hog Fattener is their banner of success.

STAGGERS—APOPLEXY.

This occurs in the over-fat and improperly fed hogs, that is too much fat on weak constitutions. The hog falls over, becomes stupid and soon dies. If you notice your fat hogs staggering about, stop feeding corn. Give Gold Medal Condition Powders three times a day, 4 measurefuls at a dose. Give plenty of water to drink and feed soft feeds. It pays to use Gold Coin Hog Fattener from the time the pigs are young so they will grow up with strong constitutions and be able to carry their flesh and fat. It is cheap when it saves you loss of hogs, through death and loss of fat through disease. It only costs one cent for five days and is guaranteed to increase your gain 15 to 25 per cent. The successful farmer is the one who makes the most money. The 15 to 25 per cent you save by feeding Gold Coin Hog Fattener makes you that much more successful than your "behind-the-times" neighbor.

WORMS.

The harm that worms can do in hogs is alarming. There may be partial paralysis of the hind legs. The hogs do not thrive as they ought. They look ugly. If any of your hogs are not thriving, test them for worms. Give each one measureful of Gold Coin Worm Powders and use three measures of Gold Coin Hog Fattener three times a day for four days, to each afflicted hog. If the hogs have worms you will find the worms all over the hog yard after a few days of this treatment. You should have Gold Coin Worm Powders on hand all the time for your horses, cattle and sheep as well as hogs. It will surely expel all worms if used as directed above. The Hog Fattener should always be fed twice a day to prevent worms and other diseases. It is the cheapest stock food, because it is the best and goes the farthest. It not only keeps the hogs free from worms, but it is guaranteed to increase your profit 15 to 25 per cent. Test it on our guarantee.

For preventing Hog Cholera use Gold Coin Hog Fattener and Germ Killer. It is guaranteed.

ABSOLUTE CURE OF HOG CHOLERA

is not possible, says the great agricultural scientist, author and practical stockman.

We receive many letters from farmers and swine raisers asking if Gold Coin Hog Food and Fattener is an absolute cure for Hog Cholera. While we have had testimonials from swine raisers all over the country saying that it is an absolute cure, yet we do not ourselves claim it to be as sure a cure as Gold Medal Condition Powders. Cholera is such a frightful plague, it works such terrible havoc that no raiser can afford to tempt it by carelessly letting his hogs grow up without the scientific Gold Coin Food as preventive and constitutional strengthener. Reader, you are intelligent enough to know that hogs which have weakly constitutions could not get well from Hog Cholera even though the best treatment in the world was given them. They haven't got the vitality. Their poor constitutions, nine times out of ten, is the raisers' fault. He was too careless to do scientific feeding with Gold Coin Hog Fattener and give his hogs good, strong constitutions. Hog Cholera is such a deadly and expensive plague that the small cost (one cent for ten days) of Gold Coin Hog Food and Fattener is cheap, to say nothing of the great cash gains of 15 to 25 per cent which is guaranteed by its regular use. Being made, as it is, of purely vegetable medical ingredients it is far superior to other stock foods and old fashioned condition powders. As regards superior medication, ten pounds of Gold Coin Hog Fattener contains more medical strength and curative power than fifty to a hundred pounds of inferior stock foods.

It pays you to buy the best medical food, especially when it is the cheapest. Gold Coin Fattener—six feeds for one cent—is the best known hog disease preventive and the greatest fattener ever discovered. No fairer offer can be made to any stockraiser than to guarantee paying results. You surely cannot lose, and you are bound to make money from its use. Test it on a SPOT CASH GUARANTEE.

Gold Coin Hog Fattener is guaranteed to save 15 to 25 per cent or it will not cost you a cent.

We can easily guarantee Gold Coin Hog Fattener to save 15 to 25 per cent where stock raisers say it saves as high as 50 per cent.

Any intelligent person can readily understand after reading the diseases of swine, that it is dangerous to wait until disease gets in the herd. All swine diseases are very rapidly fatal. You must admit that it is always cheapest and best to ward off disease with a reliable preventative like Gold Coin Hog Fattener. Strong constitutional strength is the safest preventative for disease. Therefore, the greatest preventative in the world is the Gold Coin Hog Food and Fattener. It makes good digestion, builds strong bone, healthy flesh, shortens the fattening period, and thus is guaranteed to save you 15 to 25 per cent absolutely. Price refunded if it ever fails. You test it on our spot cash guarantee. Write to us today.

EVERY 25-POUND PAIL (\$2.00) SAVES YOU \$10.00.

At the present price of corn, wheat, oats and other grains, every pail of Gold Coin Cattle Fattener saves you a little over \$10.00 and it only costs you \$2.00. It has no equal as a "Fattener." Try it.

Isn't it worth feeding if you are saving \$10.00 by every pail? A 25-pound pail of Gold Coin Special Fattening Food for Hogs or Cattle only costs \$2.00 and actual daily tests show that it saves over \$10.00 worth of feed—and greatly shortens the fattening period.

You want the best, then always see that you get Gold Coin Fattener. Don't take cheap substitutes, for no substitute can equal Gold Coin Hog Fattener.

THE STRONGEST AND BEST FOOD FOR HOGS ON THE MARKET TODAY.

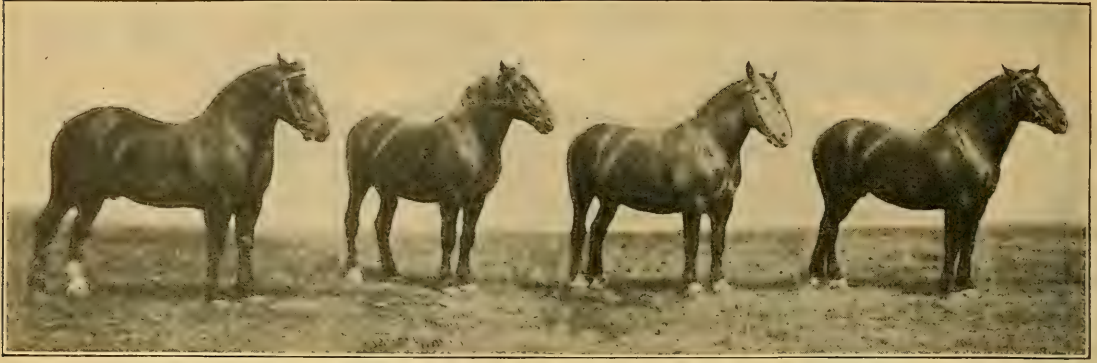
It is the only individual Hog Fattener manufactured. No other food can lay claims to being specifically and scientifically prepared as a Fattener for hogs only.

Test Gold Coin Hog Fattener on our guarantee. Price refunded if it ever fails. Try it.

THE PURITY OF GOLD COIN FOOD. \$5,000.00.

\$5,000.00 and the cost of chemical analysis will be given to anyone, if Gold Coin Fattening Food contains any poisonous or injurious ingredient of any kind. We absolutely guarantee that it contains no strychnine, arsenic, saltpeter, antimony, rosin, or opium. It is absolutely harmless; its ingredients are medical vegetable compounds that increase nutrition, stimulate the appetite, regulate the heart action, give better digestion and assimilation, purify the blood, keep the water clear and kidneys strong, the bowels free, the blood cool and in healthy condition, thus toning up the entire animal, so that more nutrition is obtained from the food eaten. It is simply without equal for horses, cattle, sheep or hogs in breeding, growing, fattening, working, or milking. Get a package of Gold Coin Food and use it according to directions and if it doesn't come up to every claim, your money is refunded.

We refund your money if it ever fails.



HOW MORE MONEY

Can be made from Horses by Scientific Feeding.

The scientific feeding and breeding of horses has reached that stage of perfection now, that the horse-raiser who does NOT use a horse tonic of some kind to tone up and strengthen his horses, will NOT make the success that the more up-to-date horsemen do, who are using "Gold Coin Horse Tonic." It is action, style, speed, endurance and health that count when selling horses. That is just where "Gold Coin Horse Tonic" counts, it puts spirit, energy and power in horses that makes them sell for 50% more. Also it saves oats and grain. It does this by aiding and increasing digestion. The horse gets more good out of the food eaten, and therefore does not require as much feed. 15 to 25% of feed is saved in this way, and "Gold Coin Horse Tonic" being fed in small doses costs almost nothing. We guarantee big results when used as directed.

The conditions that led to the high price of horses in 1903 are easily understood. Prior to 1896 there had been a pretty constant demand for horses of all kinds, but about that time, or perhaps, a few years earlier, there came about a general scare that the day of the horse was over. Some alarmists declared that electric motive power would surely push the horse out of use and out of the market. Events since that time have shown how falsely these prophets foretold. Nevertheless, a change has come about and a weeding out process was found necessary. As electric power spread for traction purposes thousands upon thousands of horses were thrown upon the market. Almost without exception these were mongrel bred, though good enough to pull street cars, and do other city services, from which they were displaced.

Mongrel horses, therefore, had a market before this era, and farmers bred from any old kind of a sire, up to perhaps 1898. Then came a sudden stoppage. No more horses were bred outside of blooded stock. In 1901 there began to be an improvement in the horse market and in 1903 horses were in great demand.

The lesson to be drawn from these facts is plain. There is always a steady demand for good horses at good prices.

The time will never come when the farmer who has a good horse to sell cannot get a fair price for him.

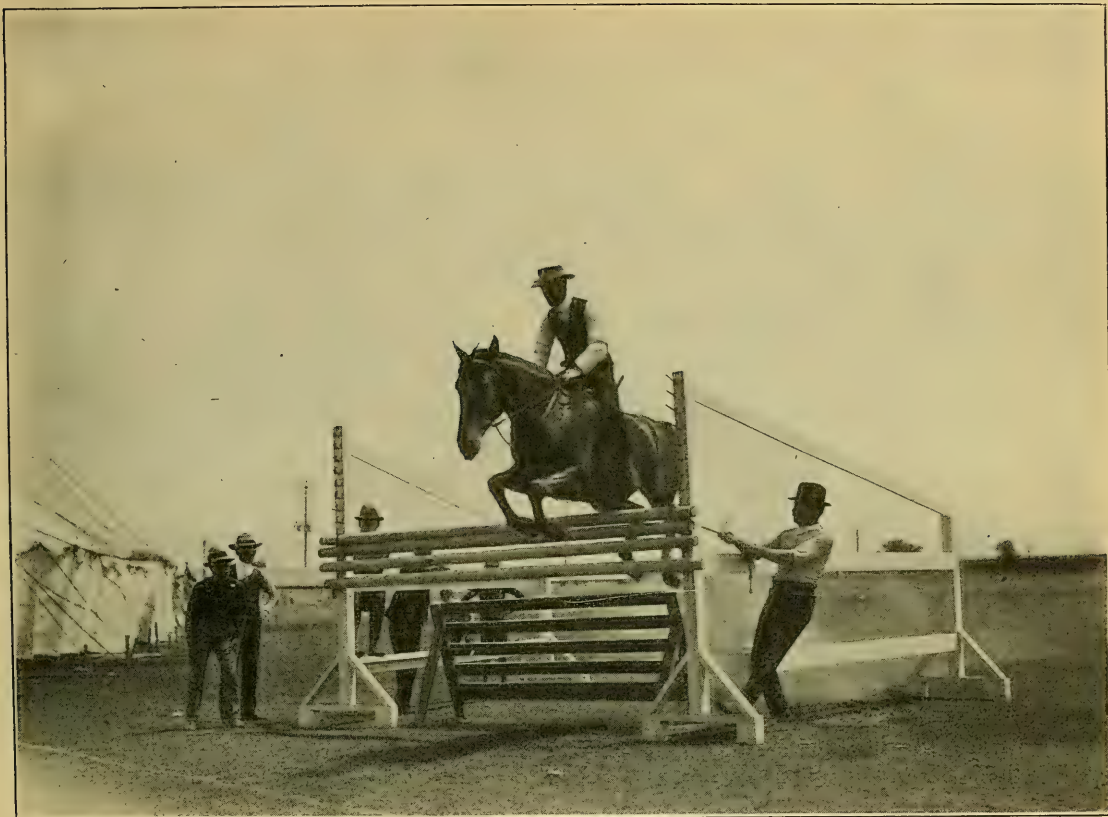
Farmers raise various kinds of horses, but get the most profit out of heavy draft horses; next in profit-bringing is the road horse and next the coach horse. The general farmer cannot make money raising fancy trotting stock. Even in coach horses the middleman makes the most. He

trains and gives the education without which the coach horse is almost worthless as such, and for that education he secures triple the first cost of the animal, though he must have a properly bred horse to start on.

To the specialist or large breeder of fancy stock, of course, money comes which the general farmer cannot get. The specialist has trainers and jockeys to bring out the valuable features of his special breeds and make them desirable in the market. The main point is to keep your horses of every kind in perfect health, and here the general farmer will do well to imitate the specialist and feed his horses on Gold Coin Horse Tonic.

And here it will be opportune to say a word about the Gold Coin Horse Tonic. It is a food and medicine. In other words, while it should be given to sick horses to make them well, it is most important to feed it constantly to the well horses to keep them well, and in good condition. The ordinary so-called "condition powders" are made up of strychnine, arsenic, and drugs of various kinds, and while they stimulate for a time, do no permanent good and you would not care to give it regularly.

Gold Coin Horse Tonic keeps your horses well; wards off disease; stimulates digestion; keeps the kidneys clear and free; the bowels regular; the blood cool and free from fever; the nerves quiet and the disposition even and gentle. Stallions stand better and with less exhaustion under the use of Gold Coin Horse Tonic, while mares foal better and stronger and more fully developed colts and breed much more certainly and easily.



Thoroughbred High Jumper—Record 6 ft. 9 in.

This Champion High Jumper, "Senator," is owned by Mr. Geo. Pepper, Toronto, Canada.

THOROUGHBRED HORSES.

Great attention has been paid ever since horse racing began in England to the breeding of a family of horses that could run fast, jump high and far, and last long. The beginning was made with the Arabian horse which has been bred for centuries as the friend and companion of man, more valued than his wives, and was trained to be fleetier than the sand storm of the desert. The English thoroughbred is a larger, rangier, and more muscular horse than the Arab or barb, but still preserving the aristocratic qualities of the imported animals. Among the sporting elements of society the thoroughbred horse covers a large part of the horizon of daily life, and racing of thoroughbreds is a national pastime over which the whole English people, from the king down, become as excited as they would over a foreign war. Since the introduction of Gold Coin Horse Tonic into England the appearance of many a thoroughbred has been improved by its use and many a race has been won by Gold Coin Horse Tonic fed horses. They have greater strength and at the same time little or no sickness among them. It is not at all remarkable that Gold Coin Horse Tonic can be fed with such uniformly excellent effects in thoroughbreds because the same rule holds here as with other horses, namely, the better bred the horse the better results from feeding Gold Coin Horse Tonic. Likewise systematic feeding of the worst scrubs gives them a degree of health and nerve force that makes them look like good horses.

(Description of Breeds Continued on next page.)

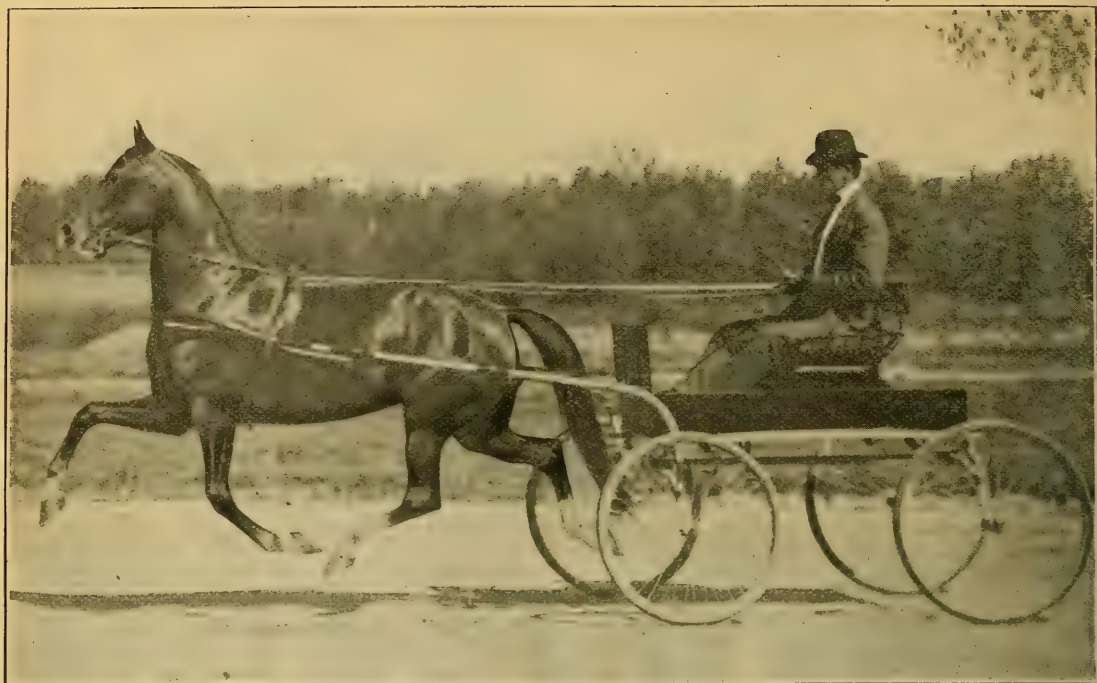
VALUE OF SIRES.

The value of a fine blooded stallion is lost if he proves sterile. The owner of a stallion that is not a sure foal getter, has a white elephant on his hands. Farmers pay only for results and if you want your stallion to be vigorous and a sure foal getter all the time you must supply him with those elements in his food which he cannot otherwise secure and which are consumed largely by his wild brother in the spring when he is serving, and you can do this by feeding regularly Gold Coin Horse Tonic. Moreover, it is a safe food to give since there are never any bad after effects such as follow the use of stimulating drugs. Remember it is a food and the cheapest food, 15 cents a month, four feeds for one cent, and brings returns out of all proportion to its cost.

FEEDING COLTS IN WINTER.

Don't let your colts stop growing in winter. Feed them regularly on Gold Coin Horse Tonic all winter, keep them in a warm place and they will grow all winter long just the same as though they were in a pasture. Gold Coin Horse Tonic supplies the necessary elements to the blood for giving proper growth and development of the body. You cannot afford to raise colts unless you use Gold Coin Horse Tonic to help increase their growth. Write us direct if you wish a supply at once.

A dose of our Heave Cure, mixed with a measureful of Gold Coin Horse Tonic and fed to your "heavy" horse will enable him to do as much work as an ordinary well horse.



Champion Roadster—Winner of 32 First Prizes.

HAMBELTONIAN HORSES.

The straight neck, square head and strong, straight limbs that tell of speed in every line, make the picture of the modern fast horse. He is not so handsome in curves and haughtiness of bearing as his Arabian ancestors, but he gets there just the same. The list is long of the different breeds of trotting horses, but the differences are chiefly in the name. They all come from imported Messenger, Bellfounder and Rysdyk's Hambletonian; the latter himself the direct descendant of Imported Messenger. And the pedigrees are interwoven so that while some have a little more of this blood and others have the same strains in different proportions, they are all descendants of Rysdyk's Hambletonian and through him of Imported Messenger. Messenger's blood comes down also through side lines to our present trotters, so that whether Mambrino, Bashaws, Blue Bulls, Clays, Morgans, Hambletonians, Blackhaws Pilots, American Stars or others, they are practically all related and all of the blood royal, and look back to Imported Messenger as the human family look back to Adam.

But whether of the one or the other strain, it is in these aristocrats of the horse world that Gold Coin Horse Tonic shows its value. The better the blood the better the results, and if you have a horse with speed in him Gold Coin Horse Tonic will bring it out by putting him into the pink of condition and make him strong, enduring and fast. Breeders know this already, or at least, those of any prominence, and it will pay the general farmer well to follow the methods of these great breeders and if you have any trotting horses begin at once to feed them the cheapest and best of health foods, Gold Coin Horse Tonic.

BREAKING COLTS.

In handling a horse always treat him kindly. It is simply a business proposition, and no sentiment need enter into the problem at all, although the man is indeed a hard-hearted man who does not feel kindness and affection for so faithful a friend and companion as the horse has proved himself to be. It will pay you to be kind to your horses.

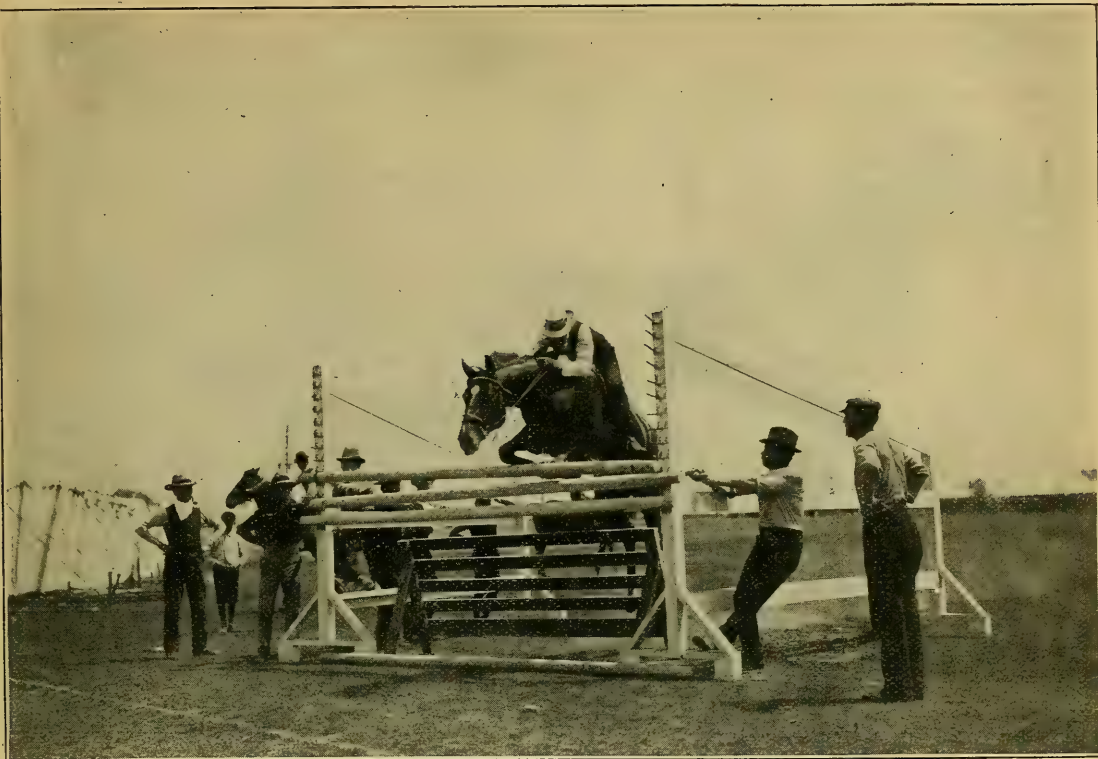
Handle your colts every day; rub them; talk to them; after they are weaned give them Gold Coin Horse Tonic from their third or fourth week.

Don't try to "break" your colts, only teach them. Your colts may be spoiled and made balky by rough training. Colts should be handled early and gotten used to the halter. Train them to the harness and bit gradually.

Such a colt fed from the first on Gold Coin Horse Tonic to keep his nerves steady and his temper even and his body vigorous, will be a good horse and a willing worker all his life long and what is more important to the breeder, he will put double the money in your pocket when you sell him. Be kind to your colts, speak in a low, firm voice, and feed them Gold Coin Horse Tonic and you will make a record with your horse raising that can only be beaten by the man that does exactly the same thing.

OLD SORES AND ULCERS:—The King remedy for them is Gold Coin Healing Oil. First wash them freely with a weak solution of Gold Coin Germ Killer and dry with clean towel.

BLOOD SPAVIN:—Rub well, and then bandage with Gold Coin Resolvent. IT CURES.



"Bloomington," Another of Mr. Geo. Peppers' Thoroughbred High Jumpers.

PROGRESS.

This is an age of great advance. Machinery used twenty-five years ago is no good to day. The old Manny reaper, the self rake, Marsh harvester were all great things in their day and an advance over the sickle and cradle, but the up-to-date farmer uses a self-binder because it is the best. Progress has also been made in the feeding of horses and the up-to-date farmer feeds Gold Coin Horse Tonic for the very same reasons that he uses a self-binder. In both cases it is the most economical; it saves money by saving grain; it is scientific; it is reasonable and in accord with modern methods. If you have investigated the subject you know that any breed of animals kept in domestication for many generations acquire certain new characteristics; some of these are advantageous, but others are not. For instance, there is greater liability to disease among domestic animals, and this is largely because their digestive organs become weakened. To overcome this Gold Coin Horse Tonic has been invented.

Gold Coin Horse Tonic is, however, not merely a medicine in the ordinary sense, though there are no medicines better than this, because it is also a food which supplies elements not accessible to horses in the ordinary feeds given them. Besides Gold Coin Horse Tonic is not an expensive food. It is within the reach of all. 15 cents a month provides enough for each horse and keeps him in that perfect vigor, which characterizes the well bred horse. It overcomes all the bad effects which civilization and domestication have forced upon horses.

GOLD COIN HEALING OIL

The Best on the Market.
Heals Barb-wire cuts quickly.

A FEW POINTERS FOR HORSEMEN.

To break up pneumonia in the start, there is nothing so good as Gold Medal Condition Powders. Always break up pneumonia in the start, because it is almost sure death if neglected too long.

Horses fed on Gold Coin Horse Tonic can stand the cold better in winter—their constitutions are stronger. All draft horses should be fed Gold Coin Horse Tonic without fail. Every horse should have it.

A great many of horse's ills are due to the liver. Gold Horse Tonic has special action on the liver.

Head erect, clear eye, quick ear, springy step, these come from the use of Gold Coin Horse Tonic. It makes perfect digestion and condition.

New life is infused into a horse when given Gold Coin Horse Tonic.

Don't overlook the trifling (?) symptoms of your horse being "off feed." It may end in colic if you don't do something for it. Remember, colic kills in from 1 to 5 hours. Use Gold Coin Horse Tonic—it will prevent colic.

Always do something at once if your horse is not just right. A dose of Gold Coin Horse Tonic may break up a dangerous disease and save you a valuable animal.

Gold Coin Horse Tonic will break up a cold or stop epizootic from turning pneumonia.

Half your work in cleaning is saved by using Gold Horse Tonic. It makes the coat smooth and shiny. Keep your horse in perfect health.



Typical Well Trained Trotter, and Racing Sulky.

TROTTER HORSES.

However speedy a horse is by breeding and training, he will never win a race unless he is properly fed. His flesh should be firm and cool, and be worked onto his frame by constant exercise. It doesn't do to merely fatten a trotting horse nor to keep him looking well fed and smooth. He should be as hard as nails and every ounce of flesh on him should be strong, useful muscle. Gold Coin Horse Tonic as a regular feed with his daily food will assure the owner a trotting horse with muscles like steel springs; inexhaustible bottom; good will and the nerve, style and action that come only with absolutely flawless health.

Kindness in teaching horses is necessary. We have said little about it because it has come to be so generally recognized as a necessity in the raising and using of all kinds of horses.

Every trotting horse has Arabian blood in his veins. The breed began with Imported Messenger, sire of Mambrino, sire of poor old Abdallah, who died of starvation and neglect, but not before he in turn had sired Rysdyk's Hambletonian 10 the greatest and most famous of all sires. From this latter horse have sprung all the great strains of trotters in America today. These strains have been bred and interbred as near as was safe until in the tangle of pedigrees almost every fast horse is a blood relation to almost all the others. The result is that a race of horses has developed in this country that for the past forty years, has year after year, been whittling down the trotting time-records, till today the horse that clips an eighth of a second off some great record, becomes famous the world over. All trotting records are held by American horses and have been for more than half a century.

No trotting horse today is ever tried against time until he has been trained for it long and patiently and by progressive, up-to-date trainers, his diet made to include Gold Coin Horse Tonic, for it is only by getting him into the pink of condition that a record breaker can be made of him. There is no horse food made that can compare with Gold Coin Horse Tonic in nutrient value, remedial virtues, disease preventing qualities and in cheapness. If you own or train trotting horses do not race them without bringing them to perfection on Gold Coin Horse Tonic, and if you are breeding them, the extra gain made from a single horse, will pay for all the Gold Coin Horse Tonic you can use for many a long year. At so small an outlay no horseman can afford to miss the chance of getting in line with other horsemen and using Gold Coin Horse Tonic.

DIGESTION AND INDIGESTION.

Some horses eat a great deal and yet they never get fat. Others only eat a small quantity and yet are always fat. Every educated farmer now-a-days knows just why this is. If the digestion is poor, of course the animal cannot get fat, as the food passes through without doing any good. If you have any horses in this condition, try Gold Coin Horse Tonic on them. It will make a wonderful change. From a thin, hide-bound, unthrifty animal he will rapidly become fat, round and plump. This is all done by scientific feeding. Gold Coin Horse Tonic does it simply because it creates digestion and gives the animal the benefit of all it eats.

GOLD COIN WORM POWDER.

Is the Safest Remedy
For worms and bots in horses and cattle.



Lou Dillon, the Fastest Trotter in the World.
The above picture shows Mr. Billings, her owner, driving her.

SHOES.

Shoes are used to protect the hoofs of horses; to give them a better foot-hold when roads are slippery and sometimes to increase speed. Shoes should always be comfortable and fit as well as a man's shoes. The size and weight depend on the horse and what he does.

In fitting a shoe do not let an incompetent shoer make the mistake of fitting the hoof to the shoe. The horny part of the hoof necessarily needs to be trimmed down at times because the wearing of shoes prevents the hoof wearing off naturally, but the frog of the foot should be practically let alone so far as the knife is concerned, and the frog should always come down far enough so as to strike the ground. It is the cushion nature designed to take the jar off when the foot strikes the ground. The horny part of the hoof should be trimmed off with this in view and also so that the weight of the horse can be evenly and squarely distributed over the shoe and on the ground. Horses fed on Gold Coin Horse Tonic almost always have healthy, tough, firm hoofs, because it keeps them in perfect condition all over and supplies the required elements of nutrition to the hoofs as to all other parts of the body.

GOLD COIN GALL CURE.

It cures galls and harness sores while your horses are working—it cures in half the time other salves or powders do. Use no other than Gold Coin Gall Cure. It is the safest and cheapest; 25 and 50 cents a box.

MAKE A TEST ON OUR SPOT CASH GUARANTEE.

You take no risk in testing Gold Coin Horse Tonic as a food and medicine. Take 2 to 10 or more head of horses and colts and place them in separate lots. Give the same feed to each lot, except give the one lot Gold Coin Horse Tonic and none to the other lot. Use it for 60 to 90 days and then note the change in health, strength and condition, and the saving in grain. If the lot on which the Gold Coin Horse Tonic was used does not show a paying gain, your money will be refunded. **IF IT DOES SHOW A GAIN YOU WANT IT. IT'S MAKING MONEY FOR YOU. YOU ARE MAKING MORE MONEY THAN YOUR NEIGHBOR WHO DOESN'T USE IT.** If you have faith in improved breeding or labor saving machinery, you must have faith in a feed-saving scientific preparation like Gold Coin Horse Tonic that makes perfect digestion and rapid growth. A fair, practical test will prove that horses can be fattened in less time and with less feed than is usually used. No fairer offer can be made. Test it yourself on our Spot Cash Guarantee. You get the profits if it wins, and we stand the loss if it loses. Write us to-day.

A QUICK COLIC CURE.

Don't wait until your horse is down with colic before you buy a bottle of Gold Coin Colic Cure. Your best horse may die while you are sending to town for the medicine.



Missouri Bell, Marching. (Excellent Type of High School Horse.)
Owned by Mr. W. A. Rule, Kansas City, Mo.

IT WINS RACES.

RUNNERS, PACERS, TROTTERS.

There is no place where Gold Coin Horse Tonic has been put to the test so strongly as at the race track. It has surprised many a horseman. Gold Coin Horse Tonic gives a hardness and spring to the muscle that is just what the race horse needs. In fact, no horse should be over fat, because too much fat prevents free action. Gold Coin Horse Tonic is not a fattener. If real fattening is wanted, give a half measureful of Gold Coin Horse Tonic and a half measureful of Gold Coin Cattle Fattener, and you can fatten anything with it.

The race horse wants strong, solid, quick muscles. He wants to be in perfect health all the time. Gold Coin Horse Tonic has become the great favorite of the track-men because it gives all these qualities. There is more Gold Coin Horse Tonic fed to race horses than any other tonic known. It puts that "go" and speed in the horse which shows that every effort of the animal is being used. Being a purely vegetable tonic and a food, it gives permanent energy to the muscles, that becomes endurance. They can get up a good speed and keep it up. That is usually what wins the race. It is the cheapest and best conditioner

a trainer can give regularly to a string of racers. It simply has no equal as a special tonic for a horse at the race track. If you own racers and want to see your horses do their best, put them on Gold Coin Horse Tonic. We will guarantee greater speed and endurance. It also keeps the horse in a healthy condition so that there will be less liability of his giving out from disease. If you have never used Gold Coin Horse Tonic on your racers, write us direct and test it on our guarantee. We would like to see your horses win and if we can help you, we will be glad to do so, write us.

"OFF-FEED."

If you have any animals on your farm that are "off-feed" or run down, you can always depend on it that the trouble is indigestion, and what they need is Gold Coin Stock Food. Write us direct if you have never used it, and we will be glad to let you test it on our Spot Cash Guarantee.

Use Gold Coin Worm Powder, and buy no other. It is the safest remedy for worms and bots.

FEVER IN HOOFS: Make a thick paste by mixing Gold Coin Foot Remedy with bran. Use this every day until soreness and fever are gone.



Major Delmar.—A Two Minute Trotter.

POINTERS FOR HORSEMEN.

If you are a general farmer and have any trotting stock it will pay you well to follow the method of the big trainers and begin feeding Gold Coin Horse Tonic. It makes them healthy and fast.

At so small a cost no horseman can afford to miss the chances of getting in line with other progressive, up-to-date horsemen by using Gold Coin Horse Tonic.

A point to remember is that horses will do BETTER on 25 per cent less oats when fed on Gold Coin Horse Tonic, than they actually need when not getting Gold Coin Horse Tonic.

Of course, you feed less grain when your horses are not at work, but feed them enough, and Gold Coin Horse Tonic will keep them fat and in good health.

On Gold Coin Horse Tonic you need not feed so much grain, and in the spring your horses come out fat, vigorous and fit for work.

For horse kicks and other injuries use Gold Coin Healing Oil.

For hooks, bunts and horn injuries apply Gold Coin Healing Oil.

Fistula—for common fistula, open it and apply Gold Coin Foot Remedy.

Nail Injuries—best treatment is Gold Coin Healing Oil.

Cure Ring Bone with Gold Coin Resolvent. Directions on package.

\$200 IN CASH PRIZES TO FARMERS AND STOCKMEN FOR PHOTOGRAPHS OF STOCK AND POULTRY.

If you happen to have a particularly fine looking animal or fowl of any kind, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of poultry—will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On the back of the photos, give breed, weight, age and other information bearing upon the case. State whether or not animals were fed on Gold Coin Food.

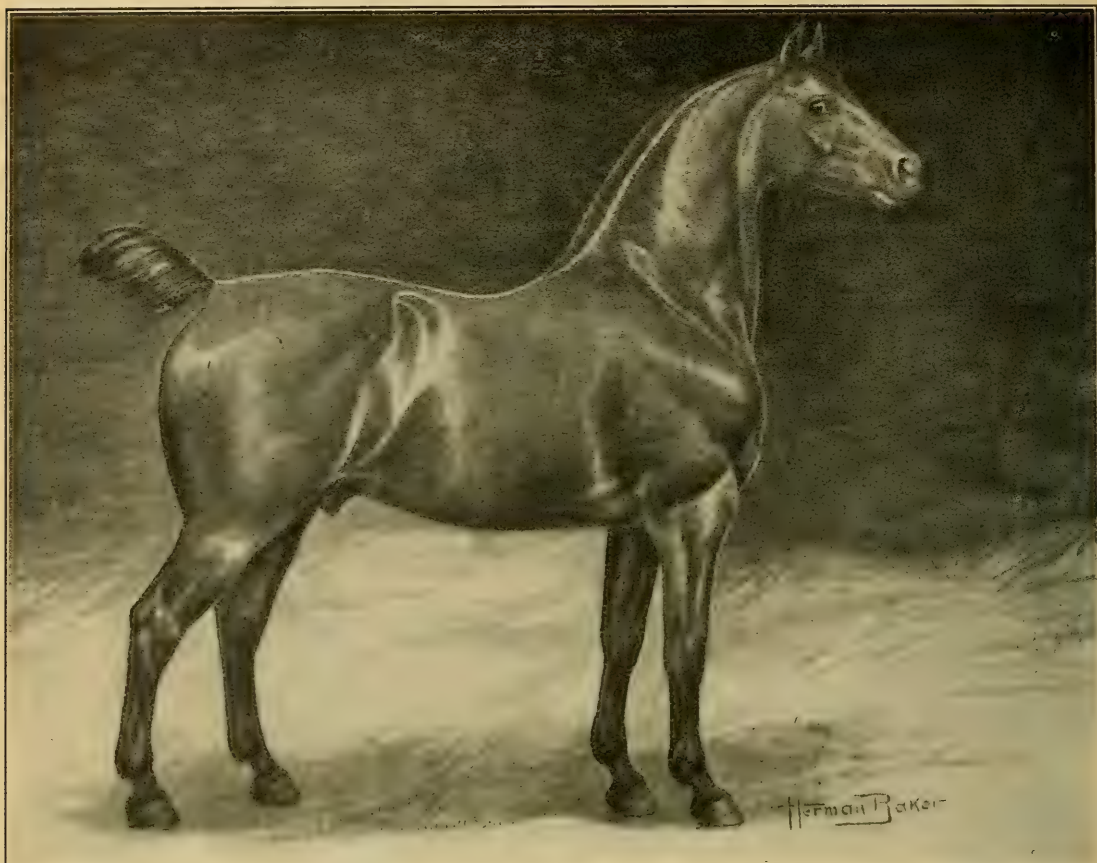
Send all photos to
GOLD COIN STOCKFOOD CO.,
Union Stock Yards, Chicago, U. S.A.

In the spring and fall when the weather is cold and your horses come in with wet and muddy legs, rub them dry with sawdust or shavings.

Colic is due to indigestion. Gold Coin Colic Cure is the great guaranteed "5-minute cure."

Prevent colic. Colic means stopping of digestion. Gold Coin Horse Tonic promotes digestion and therefore is the great preventer of colic.

The finest hoof packing in the world is to make a thick paste of Gold Coin Foot Remedy with bran.



Valereux, 2878—A Magnificent Type of French Coach Horse.

Owned by McLaughlin Bros., St. Paul, Minn., Columbus, Ohio, and Kansas City, Mo., Importers and Breeders of Fine French Coach and Percheron Horses. Above picture copyrighted by McLaughlin Bros.

ABOUT CALLING A VETERINARY.

In every locality there are some very honorable and praise-worthy Veterinary Surgeons, men whose integrity and ability are an honor to any community. The services of such men should always be summoned in time of need. We have stated all through this book that the employment of a reliable Veterinary surgeon is necessary in a great many cases. Veterinary Surgeons of this high standard never say anything against first class preparations put up in convenient form for easy use by farmers and stockmen. They do not cast slurs against "digestive foods" such as the Gold Coin Fattening Foods, because they know their profit-making value for farmers. And they are always glad to see a farmer make money. But there are dishonest, swelled-headed, ignorant, uneducated men who never deserve the title V. S. from friends or enemies. They are liable to say things against any preparation that they do not make themselves, no matter how good it is, just because they want you to call them so they will get a chance to charge you a big fee. Look out for such men, and if you ever hear a Veterinary denounce our "Foods" or goods you can put him down as one belonging to the latter class, and not the kind of a man it would pay you to employ. Thousands of good Veterinary Surgeons all over the country are indorsing Gold Coin Fattening Foods, and advising the use of our handy remedies.

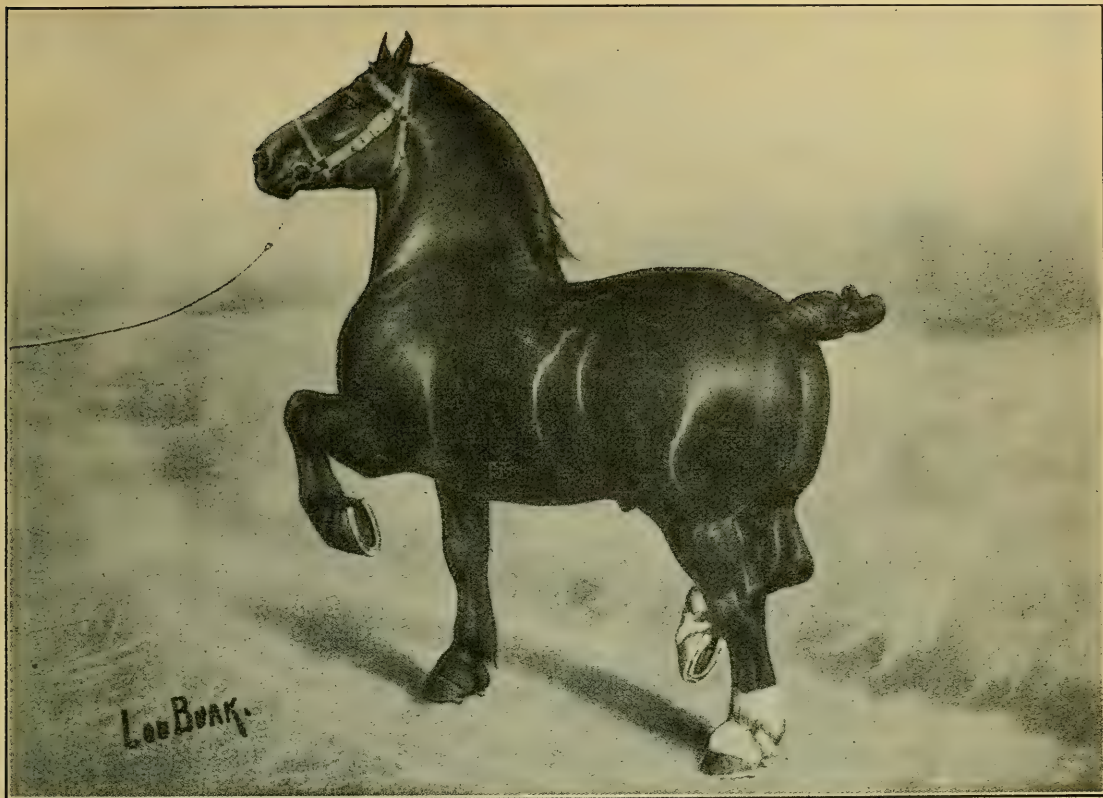
Hundreds prescribe our "Colic Cure" and "Healing Oil" almost daily, and are glad to be numbered among friends of the largest "Fattening Food Co" in the world. We cordially invite all Veterinary Surgeons or stockmen of a Veterinary turn of mind to send us description of any peculiar puzzling cases, for registration in our Veterinary Department.

DON'T TAKE IMITATIONS.

If any dealer tries to sell you something "just as good," don't take it. Let the dealer know that you are not a fool to be led into buying anything he "Talks up." If he once sees that you are "easy" he will work the same trick on you in other ways. When you ask for "Gold Coin Stock Foods" or any of our Special Remedies insist on having no other, because no other has the same reliable cash guarantee on them that makes it sure you get your money back if it fails to bring paying results... And other cheaper preparations cannot contain the valuable ingredients that ours do. We offer \$5000 if any poisonous or injurious drug is contained in our foods. We want to see you make money and we have put ingredients of the best quality in our Foods, so that we can guarantee them to make extra money for you.

GOLD COIN HORSE TONIC.

Saves 15 to 25 per cent of corn and oats.



Pure Bred Black Percheron—Owned by McLaughlin Bros., Columbus, O.

PROFITABLE FEEDING.

Very few men outside of the leisure class can afford to keep horses solely for pleasure, though the poor man who has only one horse may justly be as proud of him and take probably more real interest in him than any millionaire who hires grooms and hostlers by the score to care for horses, he could not recognize his own if he saw them in a strange stable. The grooms and hostlers are the ones who get the real pleasure out of these horses of the rich and are their real masters and companions. There are of course many of the very rich who take an intelligent interest in their own horses and find a genuine delight in being with them, and to these men, as well as to the grooms and hostlers and especially to breeders, farmers and horse owners in general the subject of feeding is one of great interest. Profitable feeding is cheap feeding.

The sooner you make use of Gold Coin Horse Tonic as a regular thing, the sooner you can discover that you can save a large percentage of the amounts of grain usually fed. In another place we have given you the figures of a hypothetical 30 days' test which is based on experience and any horseman, breeder or farmer who desires to get the greatest amount of work out of his horses on the smallest consumption of food and at the same time have them always in shape for the best prices in the open market can do no better than adopt the use of Gold Coin Horse Tonic forthwith and make it a rule of his stables that his horses must be fed on this truly great medicated food. It is absolutely free from any and all strong or hurtful drugs and contains only those natural seeds, herbs, barks and roots which horses

in their native wild state get for themselves and in domestication are deprived of. It supplies those elements which permit the wild horse to keep in good condition the year around and at the same time when his pasturage is scanty and widely scattered.

POINTERS FOR HORSEMEN.

If your horse is "soft" feed him Gold Coin Horse Tonic. It makes solid muscles and strong nerves.

There is something wrong if your horse is unwilling. Give him Gold Coin Horse Tonic at once.

The greatest preventive in the world for horse diseases is Gold Coin Horse Tonic.

Feed your horses Gold Coin Horse Tonic to keep them in good condition and health.

Save oats. Gold Coin Horse Tonic is guaranteed to save 15 to 25 per cent.

It makes the blood pure, nerves steady, and the digestion perfect.

Good digestion makes good temper and gentle manners. Use Gold Coin Horse Tonic to make perfect digestion.

A sleek, shiny coat indicates a good digestion, that is health. That is how Gold Coin Horse Tonic acts.

If improperly fed or cared for the breeding of horses will not pay, however good the breed. Feed Gold Coin Horse Tonic constantly and give your blooded stock a chance to show what it will do at its best.

We guarantee results. If Gold Coin Horse Tonic fails in any case to do what we claim for it we will refund your money. Not only is it the best, but it is the cheapest.



Allan-a-Dale—A Perfect Type of Running Horse.

FACTS ABOUT GOLD COIN HORSE TONIC.

If you will compare the number of feeds per pound—you will see that our feed goes farther than any other food on the market.

ITS SUPERIOR MEDICINAL VALUE.

makes it a food that need not be fed in large doses. A small dose scalded or made wet and mixed with the regular feed is all that is needed. It does the work and that is what you want. You cannot afford to buy a cheap food that has to be given by the scoop-shovel. No results can be obtained by cheap stock foods, because they don't contain the proper ingredients. The tonic effect of Gold Coin Horse Tonic aids digestion and assimilation, keeps the water clear, strengthens the kidneys and liver, so that every grain eaten will give the animal the most possible nutrition. Gold Coin Horse Tonic is the Blood, Bone and Flesh builder. It is sold only on Cash Guarantee, and we agree to refund your money in every instance if paying results are not obtained. Gold Coin Foods have the largest sale in the world today, and it is increasing every year.

If you want to get a high price for your horses, they must be in fine condition. Gold Coin Horse Tonic puts vigor, action and spirit into horses.

Use Gold Coin Resolvent for all swellings and acute inflammations. Apply it freely with gentle rubbing and then bandage.

USE GOLD COIN HORSE TONIC.

It takes the place of the old condition powders. Being a Tonic, it builds up the animal as well as stimulates him. It can be fed regularly to horses and all working animals. Your horses will show greater speed and be more willing. It only costs  **FOUR FEEDS FOR ONE CENT** and besides making you a better animal, saves you 15 per cent to 25 per cent of the feed. It gives a shining, glossy coat, and keeps the animal fat. In preparing animals for sale, feed the "Horse Tonic" regularly for a time, it will increase value, and double your profits.

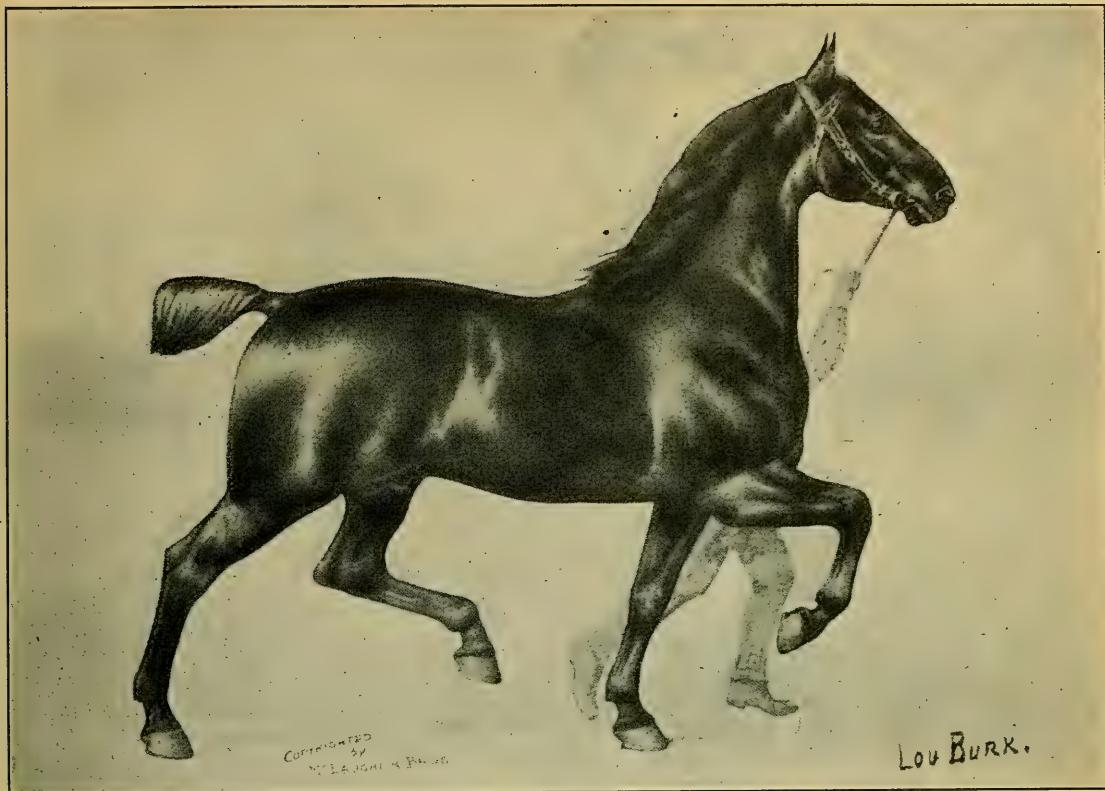
Gold Medal Condition Powder is excellent in Cholera and all conditions where life is low. Guarantee to prevent Cholera and all wasting diseases, or price refunded.

GOLD COIN RESOLVENT.

The newest and best thing made for acute inflammation and swellings, as swellings from sprains or strains, stocking, bruises or injuries—on both man and beast.

Take care of a sweating horse. Cool him slowly; blanket him; dash cold water on his forelegs only; sponge his mouth with water; do not feed him till cool, and then add Gold Coin Horse Tonic to the regular feed and no bad results can possibly follow.

For Brittle Hoofs use Gold Coin Foot Remedy for a long time until the hoof starts to grow again.



French Coach Stallion. Torrent 2813. Owned by McLaughlin Bros.

IT PAYS WELL TO RAISE HORSES.

If you have the means at hand the profit is much greater than raising cattle. Notice these figures: It takes about the same amount of feed, and comes to about the same cost to raise a steer to three years of age as it does to raise a colt to three years. The colt you will sell for from \$75 to \$150, while you will only get \$20 to \$40 for the steer. Thus you can see there is great profit in raising horses.

Gold Coin Horse Tonic is the key to success in raising horses. First, because it keeps them well all the time, and second, because it makes them grow fast, and third, because it saves grain. If your horses keep well and strong you lose no money by sickness or death. If your colts grow fast, with large bone frame and well developed muscles, it gives them a finer appearance and they bring a much better price when you come to sell them. If you can save 25 to 35 per cent of the feed you are making a good percentage of gain in that way. Because of the above reasons many horse raisers say that Gold Coin Horse Tonic makes them 50 per cent more profit than they have ever made before. In running a horse farm you should keep books just the same as any business firm. Have a fair market value set upon every horse and colt, and increase their value from year to year until the time of sale. You should know just how much your grain and other feed is costing you, and you should know in actual figures every year just how much clear profit you make. If by the use of Gold Coin Horse Tonic you can sell your horses for from \$25 to \$50 apiece more than before, you can see what a great gain in

profit it will make you. Gold Coin Horse Tonic increases the value of horses because it tones up the digestive and nervous systems, giving extra strength, life and vigor, these mean high action, intelligence and endurance. Gold Coin Horse Tonic is a perfect horse food because it hardens the muscles and gives grace, elegance and beautiful form to the horse, that is what brings the price. If you are raising one or more horses, you cannot afford NOT to use Gold Coin Horse Tonic. It puts into your hands something whereby you can practically double your profits, and you are surely running a stock farm for profit. If you have never used Gold Coin Horse Tonic write us at once for our special prices in bulk.

SELLING HORSES.

In selling horses you always want them to appear to their best advantage, at least, at the time of sale. Put a run down horse on Gold Coin Horse Tonic for 30 to 60 days, and it will often double the selling price of the animal. Feed it to almost any horse, say 30 days or so, before the sale and it will often add \$25.00 to \$50.00 to the selling price. A wonderful improvement always takes place when you use Gold Coin Horse Tonic. This is an important hint for all horse dealers to know. A purchaser will always try to cut your price down if your horse is not sleek and fat. It won't take 25 cents' worth of Gold Coin Horse Tonic to make the horse look worth \$50.00 more.

QUITTOR—As soon as it begins apply Gold Coin Healing Oil freely around the top of the hoof—it cures. See Veterinary Department about "Quittor."



Prize Winning Saddle Horse—Walk, Trot and Canter Gates.

SADDLE HORSES.

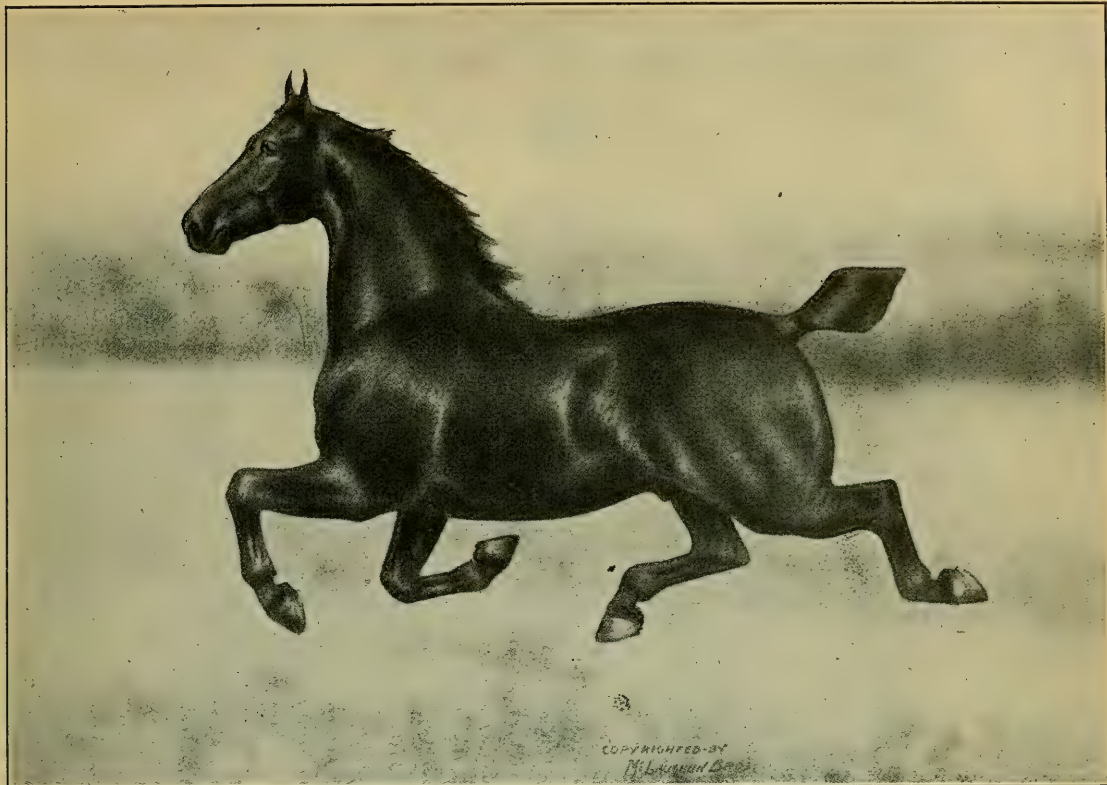
No farmer can consider his stable complete unless he has at least one good saddle horse, and if it suits his need, it would be still better to have three or four, depending on the number of people employed by the farmer and the size of his immediate family. Spare time can always be used to advantage in training them to be really first class with several gaits, for you can never tell when the moment will come when some buyer will turn up who wants your riding horse more than he wants a lot of money. These chances come up quite often in spite of the fact that riding horses are in little demand compared with other kinds, and the farmer can find uses almost daily for one or more good saddle horses right on the farm. They enable one to get quickly to any part of the farm, and in case of accident, it is much quicker to mount and ride for the doctor than to wait to hitch up, and the difference in time may mean the difference of life and death of some one very dear to you. Almost more than any other kind of horses, the saddle horse should be always kept in prime condition, and there is nothing on earth you can do that will reach this result so surely as to feed your saddle horses Gold Coin Horse Tonic. It is the one essential to keep them full of life, yet gentle and tractable, giving them staying power and speed because it keeps the digestive tract clean and cool, leaving room for heart and lungs; strengthens the muscles and calms the nerves. Any saddle horse fed on Gold Coin Horse Tonic will sell for 25 to 50 per cent more money and be 100 per cent more

useful to farmers. A point to be remembered is that with Gold Coin Horse Tonic a horse will do better on 20 per cent less oats than he actually needs when not fed on Gold Coin Horse Tonic.

PONIES.

It is in the temperate climate that the horse reaches his best form, whether for speed or size. In excessively cold climates he degenerates into a pony, as the ponies from the Shetland Isles, or as in the Mexican Mustang ponies of the semi-tropical regions. Oriental horses from countries under the equator are always small in size. In the development of species dependent upon environment various characteristics develop in accord with the imperative needs of the climate, as the long thick coat of the Shetlands, for instance, and the hairless ponies of tropical China. Most ponies are descended from wild herds and have to be handled with extreme care before they become domesticated, and in order to keep them healthy it is almost necessary to specialize their diet. Gold Coin Horse Tonic is the one universal product which can be depended on to keep ponies in perfect health. Under its use ponies remain rugged and strong, and being well nourished, are good natured and docile, so that they can be handled by children, for whose use they are generally kept.

Write us your experience with our "Cattle Fattener," "Hog Fattener" or "Horse Tonic," we will greatly appreciate it.



French Coach Horse in Action.
Varaville 3287—Owned by McLaughlin Bros., St. Paul, Minn., Columbus, O., and Kansas City.

FACTS ABOUT GOLD COIN HORSE TONIC.

If you will compare the number of feeds per pound—you will see that our food goes farther than any other food on the market.

ITS SUPERIOR MEDICINAL VALUE

Makes it a food that need not be fed in large doses. A small dose scalded or wet up with the regular feed is all that is needed. It does the work and that is what you want. You cannot afford to buy cheap foods that have to be given by the scoop-shovel. No results can be obtained by cheap stock foods, because they don't contain the proper ingredients. The tonic effect of "Horse Tonic" aids digestion and assimilation, keeps the water clear, strengthens the kidney and liver, so that every grain eaten will give the animal the most possible nutrition. Gold Coin Horse Tonic is the greatest Blood, Bone and Flesh builder. It is sold only on Cash Guarantee, and we agree to refund your money in every instance if paying results are not obtained. Gold Coin Foods have the largest sale in the world today, and it is increasing every day.

Colds run into pneumonia. Always break up a cold at once with Gold Coin Horse Tonic.

Gold Coin Horse Tonic Can't Cure Pneumonia when your horse is sick and dying. Always break it up in the beginning with good doses of Gold Coin Horse Tonic.

Gold Coin Horse Tonic not only cures and prevents diseases, but it is the greatest conditioner ever invented. It keeps horses fat, sleek and shiny.

THE PURITY OF "GOLD COIN FOODS" \$5000.00

\$5000.00 and the cost of chemical analysis will be forfeited, if Gold Coin Fattening Foods contains any poisonous or injurious ingredient of any kind. We absolutely guarantee that it contains no Strychine, Arsenic, Salt peter, Antimony, or Opium. It is absolutely harmless; its ingredients are medical vegetable compounds that increase nutrition, stimulate the appetite, regulate the heart action, give better digestion and assimilation, purify the blood, keep the water clear and kidneys strong, the bowels free, the blood cool and in healthy condition, thus toning up the entire animal, so that more nutrition is obtained from the food eaten. It is simply without equal for Horses, Cattle, Sheep or Hogs in breeding, growing, fattening, working or milking. Get a package of Gold Medal Condition Powders and use it according to directions, and if it doesn't come up to every claim, your money is refunded.

We refund your money if it ever fails.

To keep your horse in splendid spirits every day, use Gold Coin Horse Tonic.

Debilitated, run down horses are quickly put into condition by Gold Coin Horse Tonic. It is no old fashioned condition powder. It is a scientific, medicinal food. It makes horses fat, sleek and shiny, and makes the muscles solid and strong.



Champion Thoroughbred Running Horse.

THOROUGHBREDS OF AMERICA.

These are simply the English thoroughbred horses imported, acclimated and carefully bred and trained. Kentucky and Tennessee, especially the blue grass region of Kentucky, have become famous for their thoroughbreds, and in many a hard fought race, both here and abroad, the American product has brought his English cousin's proud banner down to the dust and trampled it under his own triumphant hoofs at the wire. If you are interested in thoroughbreds or own one or more, or are a breeder of them, you surely cannot afford to be without Gold Coin Horse Tonic. It makes the thoroughbred healthy and strong. Naturally he is of a delicate constitution and suffers from a number of diseases, and the surest way to ward these off and keep him always in condition and in perfect health, is to feed Gold Coin Horse Tonic all the year around. The sires breed more surely and the mares foal colts of stronger constitution if fed Gold Coin Horse Tonic regularly.

(Description of Breeds Continued on next page.)

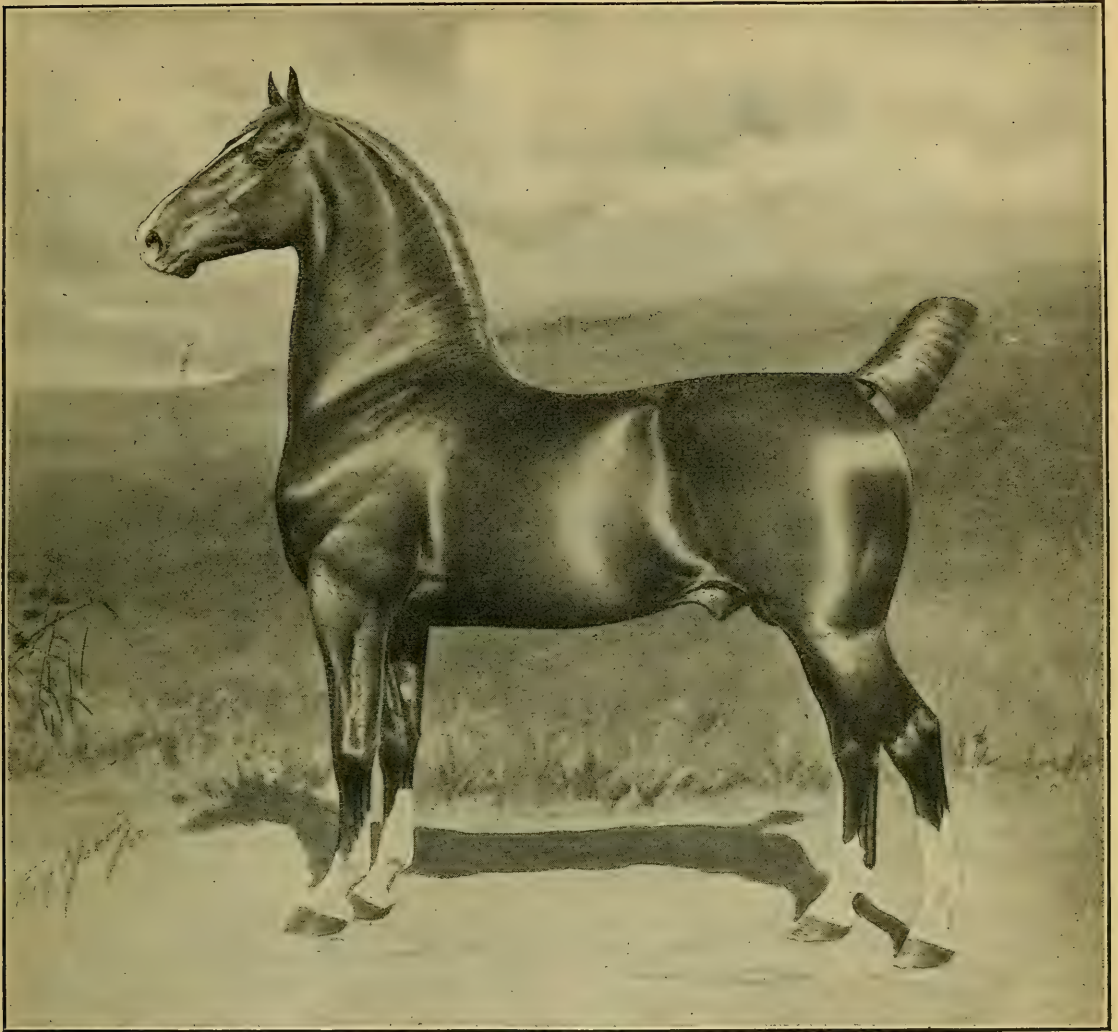
GOLD COIN HEALING OIL.

Cures cuts and wounds on man or beast.

GOOD HORSES.

It is an old saying and a true one, that it costs no more to keep a good horse than it does to keep a poor one. It costs less as a matter of actual fact, for a well bred horse keeps in condition on less grain and is usually more healthy than the scrub, for often scrubs are creatures of enormous appetite combined with the utter inability to lay on fat. Many a man is criticised for starving his horses when in reality the horses are eating their heads off to satisfy their craving for food. The fault is either in the digestive tract or else in the sluggishness of the blood. In either case Gold Coin Horse Tonic will make them lay on fat in a short while, and at the same time you can cut down their grain with perfect security in the results. Once in a while a scrub horse is a fast horse or a great worker, and if such is the case, the chances are there is good blood in them some where. If they are mares they may be good to breed from if size and freedom from blemishes is all right. All blemishes in a mare are not a bar to breeding her, only those which are apt to be inherited.

SPRAINED ANKLE—The very best treatment is the free use of Gold Coin Healing Oil.



Champion Pure Bred Hackney Stallion.

SIRES AND DAMS.

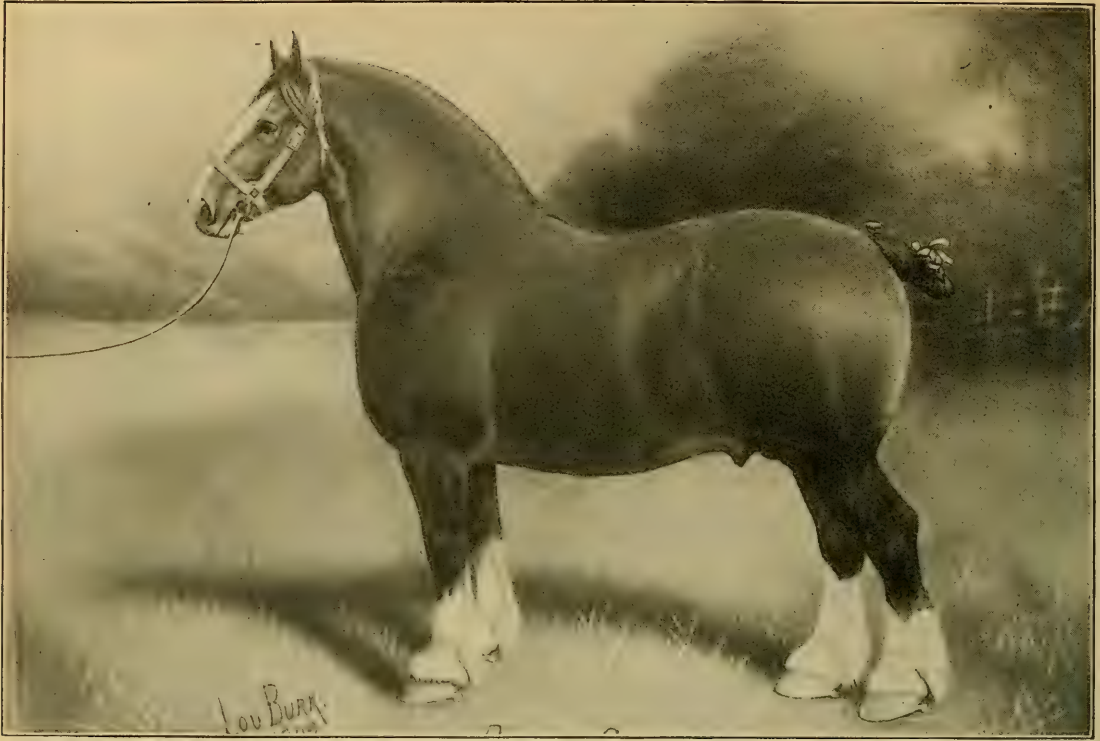
If you already have stock on hand, select your best for breeding purposes. If you intend buying, choose both sires and dams first in regard to their blood or breed and see that they are strong and vigorous, without blemishes either of limbs, vital organs or body; that they are intelligent, docile and even-tempered. Absolutely refuse to breed from an inferior bred sire. If you own a stallion yourself, feed him Gold Coin Horse Tonic and thus create in him extra vigor, making him a sure foal getter, and causing him to hand down his superior qualities of breed to his "get." Improperly fed and cared for, your stock will not pay, however good the breed. Feed Gold Coin Horse Tonic constantly and give your blooded stock a chance to show what they can do at their best.

Many things enter into the problem of successful and profitable breeding and sometimes a very small matter throws the scale the right way. Do not lose a single chance to make your breeding pay and Gold Coin Horse Tonic makes a big chance that it will pay. If you have never used it, write us direct and test it on our guarantee to bring you paying results.

BUYING SPEED HORSES.

If you breed horses for speed, of course you know pretty nearly what each of your animals can do in this way, and if you buy any new stock you should take the pains to know what it can do in speed. The general farmer buying a fast horse ought to take nobody's word since something may happen to reduce the speed of the horse and you might think the seller deceived you and that the horse never made the time claimed. The seller may be truthful, since a horse may make good time to-day and never be able to make it again in his life. The only way to buy a fast horse is to have him go a sample mile or two against time and let some competent judge snap a stop watch on him. Then you actually know just what time the horse will make. It is the only safe way, and if you will then keep the horse on Gold Coin Horse Tonic, and get vigor and energy to the highest standards you may be able to develop him into a great speeder.

Gold Coin Horse Tonic is used by all prominent trackmen for its "tonic" effect. It has won races.



Pure Bred Clydesdale—1st Prize Winner.

CLYDESDALE HORSES.

These are a justly valued breed. In breeding, raising, training and keeping Clydesdales, do not fail to use Gold Coin Horse Tonic. While this breed is easily acclimated, and when crossed with common stock, produces good, all around farm horses, our climate is not the same as the Scotch-English climate of their native country, and especially directly after importation do they need special care. With ordinary prudence in handling, Clydesdales and their crosses, make good healthy animals, especially when fed regularly on Gold Coin Horse Tonic they develop to the full those strong, sturdy characteristics, the shiny coat; clear eye; clear nostril; and layered muscle that marks them at their best.

In buying Clydesdales see that they are well muscled and not too fat; the head should be medium size with broad forehead between the eyes; long ears; jaw wide and strong boned; eyes full and mild; large nostrils; neck slightly arched and swelling with thick outer layers of muscles and wide as it joins the shoulders. The breast broad and full; the barrel should be round and full with ample room for the great vital organs; the foreleg should be clean boned and well muscled, long from elbow to knee, from knee to fetlock short, which knees should be large, with a tendency to long hairs below the knee; back legs short and well coupled up and full round muscled; hoofs large and tough. Their color is usually brown.

(Description of breeds continued on next page.)

Heaves cannot always be cured—Gold Coin Heave Cure will cure all curable cases in half the time the other Heave Cures do.

"SPECIAL SELECTION."

This is selection of sire and dam with a view of emphasizing certain desirable qualities, and continuing this selection from generation to generation until some one feature is brought to the highest possible point of development. Ordinarily breeding heavy draft and farm horses, every farmer can emphasize the fast walk in his new stock. Keep this in mind and if breeding work horses, select only those which can walk rapidly, and in two or three generations you can produce a race of long stepping, rapid walkers, worth from 20 to 50 per cent more money in the open market than the same breed if bred slow walkers. Fast walking is to the draft horse what speed is to the trotter, the more they show the more money they bring, and Gold Coin Horse Tonic is the essential more than any other one thing for feeding when you are breeding for special features, since it is only by keeping the dams in perfect condition all the time that you can hope to breed satisfactorily for any purpose. If you want to get the best results from any point of view, put your brood mares also on Gold Coin Horse Tonic at once.

GOLD COIN WORM POWDER.

Is Death to Worms
In horses, mules, cattle and hogs.

Don't neglect galls and sores—the scars left by them lessen the selling price of the horse. Gold Coin Gall Cure heals with the least scar.

Galls disfigure your horses and make them sell for less. Cure galls with Gold Coin Gall Cure.



Pure Bred Morgan Mare.

THE MORGAN HORSE.

This breed shows many good points for the farmer's consideration. The Morgan is a medium weight horse. It is a good roadster and good at all work on the farm. It is handier on the soft ground than the heavier breeds and less likely to become spavined. A few years ago this breed was very popular, and in some districts is coming into popularity again. As a general purpose horse the Morgan is considered better than any other breed. This is an excellent animal to use Gold Coin Horse Tonic on. It makes the coat smooth and glossy. It keeps up the nerve, energy, and endurance, as well as keeping them free from disease, and in practical working condition all the time. Use Gold Coin Horse Tonic on all your horses and you will see a 100 per cent improvement in a short time. By its "Toning up" action it makes valuable, high spirited, expensive horses of what would otherwise be cheap scrubs. You want the best and you get the BEST when you use Gold Coin Stock Foods. It makes extra money for the farmers by increasing the value of the stock, as well as making a saving in feed. Try it.

(Description of Breeds continued on next page.)

Colic cured in ten minutes under positive guarantee with Gold Coin Colic Cure.

Worms—always cured by Gold Coin Worm Powder.

FACTS ABOUT FOOD SAVING.

A farm horse or any other heavy work horse which has been in the habit of getting five quarts of oats three times a day, can be given four quarts of oats and a measureful (tablespoonful) of Gold Coin Horse Tonic three times a day, and he will be in far better condition, and show better nourishment than if he were fed five quarts three times a day without any Gold Coin Horse Tonic.

A lighter horse only needs three quarts of oats and one feed of Gold Coin Horse Tonic to keep in much better condition than if fed four quarts of oats and no Gold Coin Horse Tonic. That shows you the actual saving of this great scientific preparation. No animal can eat Gold Coin Horse Tonic and have indigestion. You can take a run down, bony horse and fatten him in a very short time with Gold Coin Horse Tonic. He will take on fat and keep it and remain a much better horse permanently.

ENGLAND USES SEVERAL THOUSANDS OF OUR HORSES EVERY YEAR.

They pay us from \$200 to \$325 a head for good draft horses. It pays to raise the very best grade of horses. And it is very easy to make all of your horses good grade horses if you will feed them Gold Coin Horse Tonic so as to give them strong internal organs which develop the frame and structure of the animal, you will then get big prices where otherwise you would only get small prices.



Champion French Coach Stallion.

FRENCH COACH HORSES.

As Canada has made Cleveland Bays famous as coach horses, so the French government has taken great pains and gone to almost any expense to produce a breed of horses for coach purposes that cannot be surpassed for style, action, speed and intelligence by any other known coach horse. The great endurance of this breed is enhanced by the regular use of Gold Coin Horse Tonic, and to breeders generally we wish to say emphatically that you will add from 20 to 60 per cent to the price of your coach horses if you use Gold Coin Horse Tonic from time of weaning till sold in the market. There is every likelihood that they will continue to get the Gold Coin Horse Tonic after they get to the city, for all owners of private coach horses who know the value of this food feed it systematically.

These horses weigh from 1,100 to 1,400 pounds and combine strength with speed and endurance, as you would expect of a horse combining Arab, French and English thoroughbred blood.

(Description of Breeds continued on next page)

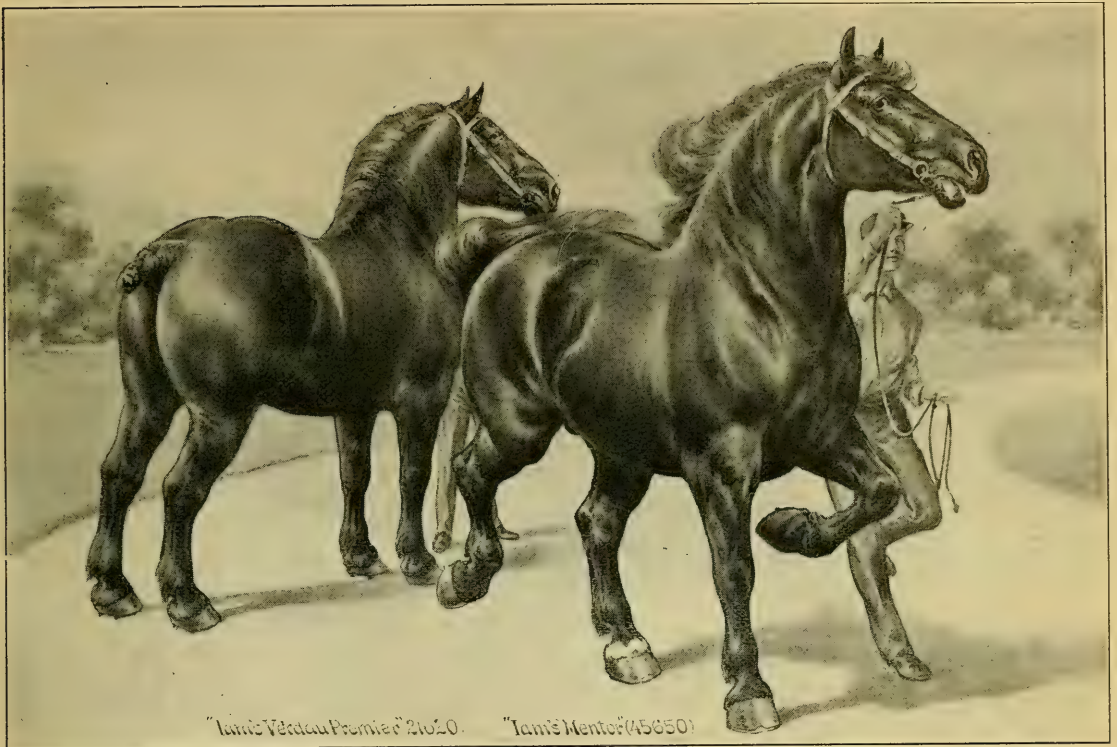
Wounds from Over-reach always cured by the use of Gold Coin Healing Oil.

Nothing cures "Scratches" as quickly as Gold Coin Healing Oil.

SHOEING.

The value of a horse depends on his ability to get over the ground from place to place. To do this to the best advantage, he must have good legs and feet. A horse may be perfect in every way, but if his feet are bad he is disabled from work at once, therefore, know your blacksmith. Pick out one who knows his business. A poor, ignorant or careless blacksmith can ruin more horses than he is worth. The day is past when any man who blows a bellows and bends a piece of hot iron, can shoe horses. Horseshoeing is a profession and an art. At least the blacksmith should know how to trim a hoof so as to properly distribute the weight and pressure over the shoe; how to drive nails so as to avoid laming the horse and at the same time not injure the hoof; he should particularly know enough to let the frog alone except when it clearly needs trimming and it rarely needs much, since it should touch the ground, and wear away naturally. All the frog needs, as a rule, is to be kept clean. A good blacksmith is a treasure. Treat him well and pay him promptly, for he can preserve your horse's feet and straighten them up after a poor smith has damaged them.

Colic cured in ten minutes under positive guarantee with Gold Coin Colic Cure.



Good Specimens of Pure Bred Percheron and Royal Belgian—Owned by Mr. Frank Iams, St. Paul, Neb., Importer and Breeder of Fine Draft Horses.

PERCHERON HORSES.

There is no breed which shows so well the marvelous effects of Gold Coin Horse Tonic. The rule is that the best breeds the best results with Gold Coin Horse Tonic, though you should not lose sight of the fact that even with scrub horses Gold Coin Horse Tonic shows how wonderfully well they can be made to appear, and how near common horses can be made to look as though they had the life and breeding of their betters. This is because any horse fed on Gold Coin Horse Tonic is built up in health till he becomes absolutely perfect, even if he is hard worked and poorly fed otherwise; because Gold Coin Horse Tonic is a food as well as a system regulator and health builder.

Percheron horses have more highly developed nervous systems than most heavy draft horses, which is shown in their remarkable traveling powers and quickness for their weight; and also in their superior intelligence.

In buying Percherons, see that the head is of medium size and length and wide forehead between the eyes with the face slightly dished; ears god-size and quick; nostrils clean and open; eye bright and intelligent, but not showing the least wildness; the neck arched, wide and thickening well toward shoulders; shoulders very muscular and well sloped; back short, well coupled and full muscled; body round, full, close ribbed and expansive; hind quarters round, full and strongly built. Their colors are black and gray. Hair fine, short, but longer on the legs, especially below the knees.

Some confusion has arisen in naming this breed, since in the stud book the names Norman, Percheron, Percheron Norman, Norman Perch-

eron are applied to all imported French draft horses, and they are all very much alike in physical characteristics. Any of them make the finest draft horses in the world. If you want to get the best results with Percherons either for breeding or exhibition purposes, don't fail to use Gold Coin Horse Tonic, and if you would have your brood mares, when bred to a Percheron stallion, foal the best and strongest colts, you can get this result most surely by using Gold Coin Horse Tonic, all the time she is with foal.

FARM HORSES.

No book on the subject of horses could be considered complete without paying a well deserved tribute to the farm horses. These faithful servants and friends of man have not always received the care and attention their great services deserved. They do the greatest part towards maintaining the prosperity and pre-eminence of our country, and should be given every care. If you wish to be a kind master and at the same time secure the greatest possible amount of service from your farm horses you will be compelled to give them Gold Coin Horse Tonic as a regular diet. They like it; it keeps them in health all the time without a day's sickness; makes them strong and well developed muscularly; keeps their skins active and therefore their coats glossy and bright; and fills them with that nerve and super-abundance of health that makes thoroughbreds and blooded stock generally beautiful animals to look upon and valuable for their services. Invest today in your first supply of Gold Coin Horse Tonic and get into line with modern horsemen. Why not have your horses look as well and be as valuable as any one's?



Prize-Winning Clydesdale.

CLEVELAND BAY HORSES.

Every farmer wants to make the greatest amount of money possible and he cannot do this without giving proper attention to the horses on the farm. While it pays best perhaps in one way to raise heavy draft horses, there is no question but the farmer can get a fancy price for a good coach horse any time and if he has a pair well matched and trained he can demand and get his own price for them. In raising Cleveland Bays, you will make no mistake, for you are sure of getting a good wagon or plow horse and perhaps you will get a good coach horse. It depends on the dam. The better the mare bred to a Cleveland Bay stallion the better your chances of getting a good coach horse. Canada has earned a widespread fame for coach horses and she has done it by breeding from the best Cleveland Bay sires and raising the standard of her brood mares. To-day she has a lead on coach horses hard to overcome.

The Canada coach horse breeders use thousands of tons of Gold Coin Horse Tonic, and keep their stock in perfect condition all the time. It is this intelligent and persistent feeding of Gold Coin Horse Tonic that makes them such successful breeders.

(Description of breeds continued on next page.)

GRAIN FOUNDER, ACUTE INDIGESTION: Gold Coin Colic Cure is guaranteed to cure and prevent colic.

BLOAT, FLATULENT, SPASMODIC OR GAS COLIC: Your horse may die in a few minutes unless you have Gold Coin Colic Cure on hand. Put up in long-necked bottles ready for use. Guaranteed to give relief and cure in five minutes.

IN AND IN, AND CROSS-BREEDING.

In-breeding is advocated by some, and it is a fact that some very fine stock has been brought out in this way. Others advocate cross-breeding and beyond a doubt, this is the safest for the general farmer. In and in breeding by fathers to daughters and mothers to sons; sisters and brothers; uncles and aunts, or even first cousins may produce undesirable individuals. Even if they happen to be physically perfect, they are apt to be of uncertain temper and vicious disposition, or natural born fools, who never learn anything, are hard to break or teach, and subject to disease.

Sometimes it becomes almost a necessity for a farmer to in-breed to a certain extent, and when it is necessary you can guard against possible bad results by feeding systematically Gold Coin Horse Tonic, since it will bring the stock up to that high state of physical and mental perfection by which only it is possible to produce desirable get.

SELLING HORSES.

In selling horses you always want them to appear to their best advantage, at least, at the time of sale. Put a run down horse on Gold Coin Horse Tonic for 30 to 60 days, and it will often double the selling price of the animal. Feed it to almost any horse, say 30 days or so, before the sale and it will often add \$25.00 to \$50.00 to the selling price. A wonderful improvement always takes place when you use Gold Coin Horse Tonic. This is an important hint for all horsedealers to know. A purchaser will always try to cut your price down if your horse is not sleek and fat. It won't take 25c worth of Gold Coin Horse Tonic to make the horse look worth \$50.00 more.



Champion Draft Team, Clydesdale, owned by Nelson Morris Packing Co.

ARABIAN HORSES.

There are few full blooded Arabian horses in America, but as they are the source of the thoroughbred, so are they the source of the trotting and pacing horse. For thousands of years the Arabians have held these horses in the heart of their affection and since they must often trust their lives to the speed and endurance of their horses they have through unnumbered generations kept them pure in blood and bred them for these qualities. At the same time, these horses have a beauty in their full flanked, deer like legs, high arching necks and delicate, patrician heads, that makes them much more than their speedier descendants, the subject of the artist's brush. In importing Arabian horses for breeding purposes it has been found that fed on Gold Coin Horse Tonic, they retain and show an increase in strength, health, endurance and power of getting valuable colts.

GOLD COIN GALL CURE.

It cures while at work or at rest—it stops the pain and soreness, and heals without leaving a scar.

Your work-horses can give a more steady strain and do more work in a day if they have no galls or sores. Gold Coin Gall Cure, heals while they are working and relieves the pain so they can work with some comfort.

Horses pull better and don't show the effects of hard work so much if they are free from galls. Cure galls and all harness sores with Gold Coin Gall Cure.

Sand Cracks can always be cured by Gold Coin Food Remedy.

SORE FEET—Your horse's tender or sore feet should always be cured with Gold Coin Foot Remedy.

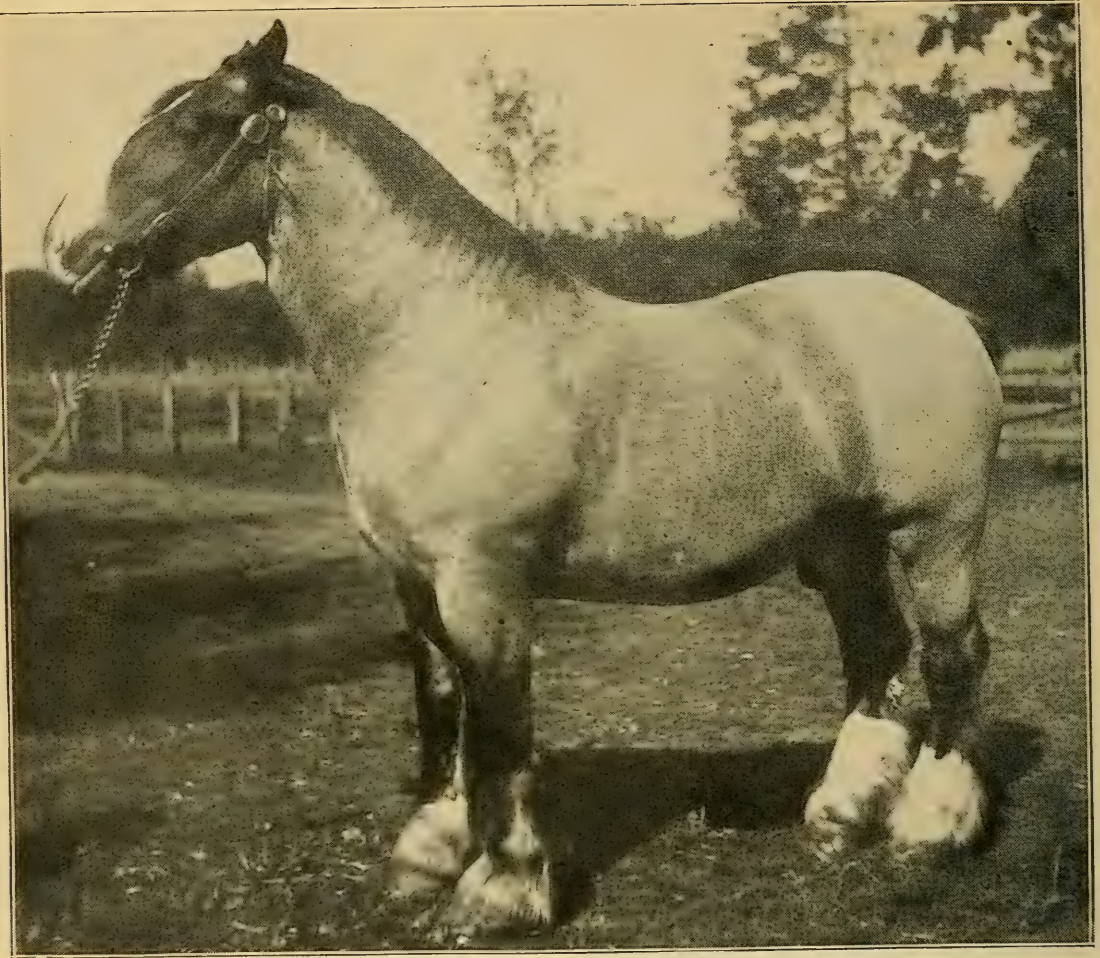
BREEDING FOR SIZE.

If you are a general farmer, don't breed trotters. It requires the time and money for training that only trotting breeders who are specialists in that line can afford. The gains may look large, but the cost is heavy and the losses and disappointments are simply bankrupting. If you want to raise a trotter or two for your own private use and can afford them, of course, it is nobody's business, and if you feed them Gold Coin Horse Tonic you can carry them through safely and have as fine buggy horses as the richest man in America, though they may lack track training. There are farmers to-day in the poorhouse and lunatic asylum through chasing the will-o-the-wisp of fast horses.

Raise heavy draft horses, carriage horses and farm horses, and feed them Gold Coin Horse Tonic and sell them as young as possible, always with regard to the state of the market, and by using even ordinary judgment, you can make all kinds of money.

When breeding select the best possible mares you can get, and if you can raise good mares of your own so much the better, as you can keep improving your breeds all the time. Give your most careful attention to choice of sires, other things being equal, have a sire and dam about the same size. If either is a trifle smaller let it be the mare. If you desire to increase the size of your stock let the mare be larger than the horse. From the time your mare is covered, feed her constantly Gold Coin Horse Tonic. The foal will be large, strong, and well developed. After dropping the foal, continue feeding Gold Coin Horse Tonic, so that the mare will recover quickly, have plenty of milk, and be able to bring the colt quickly to weaning. Continue feeding Gold Coin Horse Tonic both to the colt and mare. You can have your mare for work, or to breed back with a saving in time and in money in proportion to the worth of your stock.

If Gold Coin Horse Tonic fails in any case to do what we claim for it, we will refund your money, and not only is it the best, but it is also the cheapest.



Pure Bred Prize Winning Shire.

VERMONT DRAFT HORSES.

If any man with an ambition to make money in horses would take up this breed, there is no question but he would succeed, as well as doing a patriotic duty towards his country. These horses are becoming quite rare, yet they are always in demand by the United States government for calvary horses, at good prices. Any stock farm with a good supply of these horses would at once become the focus of Uncle Sam's gaze and a steady market would be in readiness for the man who has the foresight to take up the breeding of Vermont draft horses. They show to the very best advantage and develop more rapidly when fed on Gold Coin Horse Tonic as a regular ration. As said before, Gold Coin Horse Tonic is not merely a medicine, but a medicinal food, which ought to be fed regularly the year round, for it is under such feeding that this breed develops into one of the handsomest and most powerful horses known anywhere and is able to pull heavy loads at a speed which would kill an ordinary horse.

(Description of breeds continued on next page)

GOLD COIN HEALING OIL

For Household Use
Cures scalds, burns, sprains and strains.

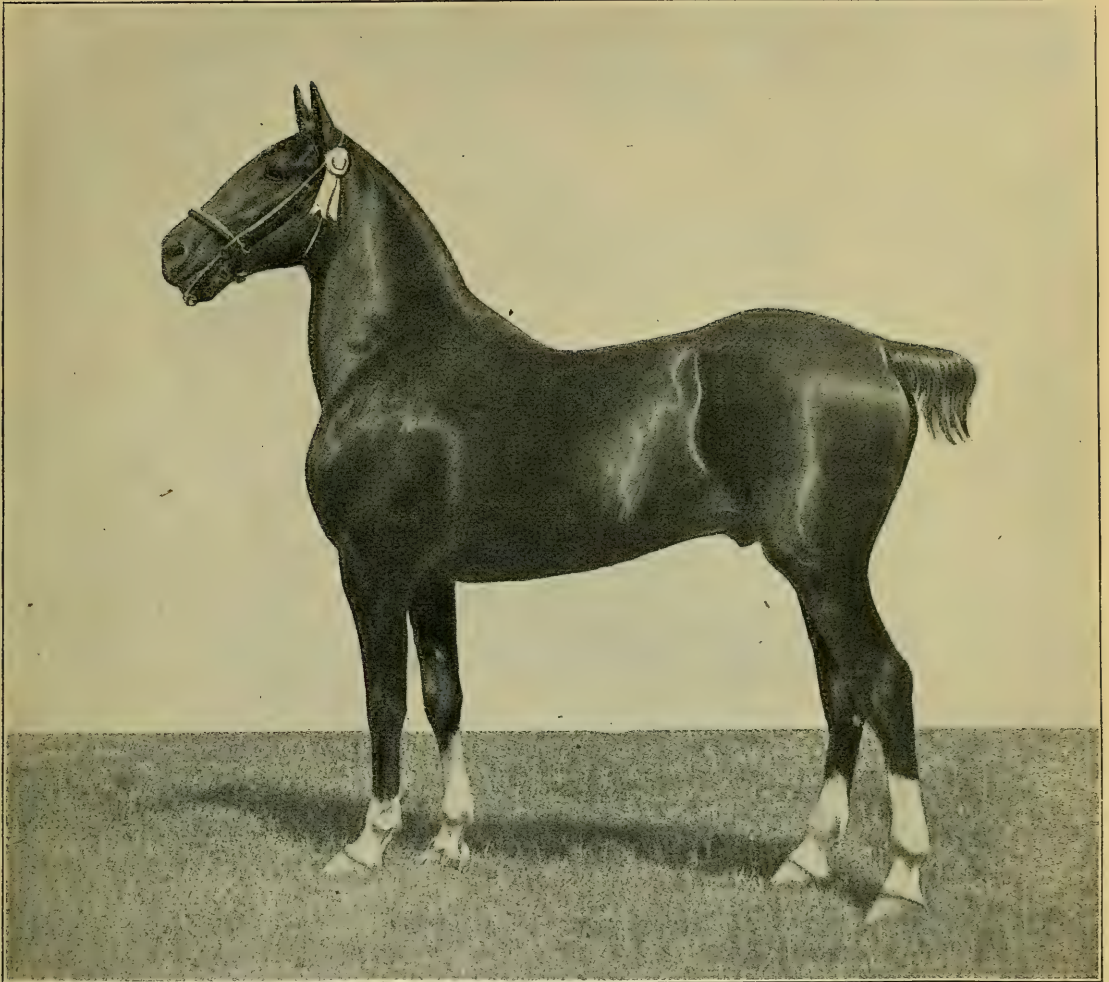
NORMAN PERCHERON HORSES.

This is a refinement of names hardly required in a brief summary such as this, since what has been said of Percherons will apply largely and in general terms to this breed. The proper designation of the larger, heavier, slower horses from Normandy is simply the Norman horse, while its more active and lighter brother is called the Percheron. In tests of strength, these horses all show more endurance, greater bottom, nerve and willingness when fed on Gold Coin Horse Tonic than similar individuals fed in the ordinary way. There is no comparison between the two, and once you have used Gold Coin Horse Tonic, nothing could induce you to continue handling horses without it.

"Heavy" horses can be made to do good work if given a little Gold Coin Heave Cure three times a day with a measureful of Gold Coin Horse Tonic.

FOR MUD FEVER the best known remedy is to bathe the legs every night after work with Gold Coin Healing Oil.

Quarter Cracks can be cured with Gold Coin Foot Remedy. Try it.



Typical Coach Horse.

OATS.

The building qualities of oats can be doubled, some feeders say tripled, if Gold Coin Horse Tonic is fed in connection with it. It is the ideal feed for horses. It makes less heat. You can begin feeding your colts oats from weaning time, and if you feed Gold Coin Horse Tonic to the colts at the same time you get a result that can not be surpassed; in muscle and bone growth. The colts are always intelligent and good tempered if fed on Gold Coin Horse Tonic because they are always healthy and therefore they are much more easily broken.

Remember, it takes time to digest oats, as they require much stomach digestion, therefore you should never water horses inside of half an hour after feeding them oats. Water stops the digesting power of the stomach for a time, besides washing a good deal of the feed through into the bowels before it is ready, and it must then pass on out without being digested at all. If you feed Gold Coin Horse Tonic the stomach digestion will be more rapid and complete and the animal will be able to get all the nutrition. We guarantee Gold Coin Horse Tonic to save 15 to 25 per cent of feed and prevent diseases. If you have never used it, write to us and test it on our guarantee.

SELLING HORSES.

In selling horses you always want them to appear to their best advantage, at least, at the time of sale. Put a run down horse on Gold Coin Horse Tonic for 30 to 60 days, and it will often double the selling price of the animal. Feed it to almost any horse, say 30 days or so, before the sale and it will often add \$25.00 to \$50.00 to the selling price. A wonderful improvement always takes place when you use Gold Coin Horse Tonic. This is an important hint for all horse dealers to know. A purchaser will always try to cut your price if your horse is not sleek and fat. It won't take 25c worth of Gold Coin Horse Tonic to make the horse look worth \$50.00 more.

Get quick relief or sure death will follow when your horses have colic. Don't wait till the last stage. Gold Coin Colic Cure is guaranteed. Your money refunded if it fails.

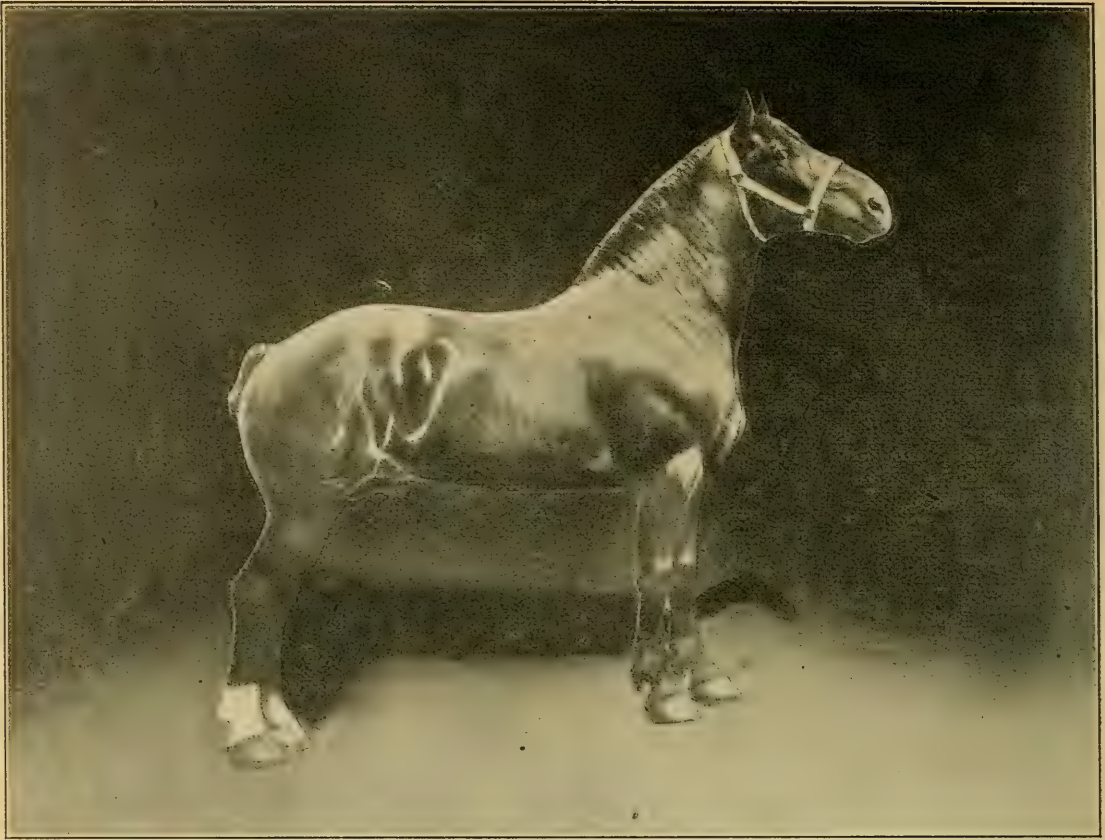
GOLD COIN HORSE TONIC.

4 Feeds for a Cent.

Keeps working horses in condition.

Spirit and willingness in your horses at all times if you feed them Gold Coin Horse Tonic.

Send us your testimonials. We greatly appreciate them.



Sigebert, One of McLaughlin Bros.' Prize-Winning Percherons. Imported From France.

RAISING GOOD PLOW HORSES.

Plow horses are no particular breed, but they should weigh from 1,200 to 1,400 pounds each, and the better bred they are the better their work. The plow team needs education just as much as a good carriage team. They should be taught to respond to the word as well as to the rein, and few realize how easy it is to teach horses to answer to the word. It is a genuine pleasure to plow with a well educated and powerful plow team. They know almost as well as you do what is required of them and will go ahead with their work like machines, turning at the end of a furrow in just the right way, starting the plow in with a slow, steady pull and keeping to the line, with only a low word spoken now and then to indicate what you want. Of course, they ought to have proper resting spells. You can never make time with a horse by urging him on after his muscles begin to ache. To select a good Percheron or Clyde sire and a good vigorous dam of about the same size is an easy matter. What better investment can a farmer make than to raise some good colts for a plow team every year. Gold Coin Horse Tonic makes colts grow rapidly and become large-boned, hard muscled and untiring horses.

Gold Coin Horse Tonic keeps the lungs strong. It prevents pneumonia.

"CONDITION" YOUR BREEDERS FOR SALE.

If you are preparing any horses to sell for high prices as breeders, feed them Gold Coin Horse Tonic. It will give them a fine finish and bring you a higher price.

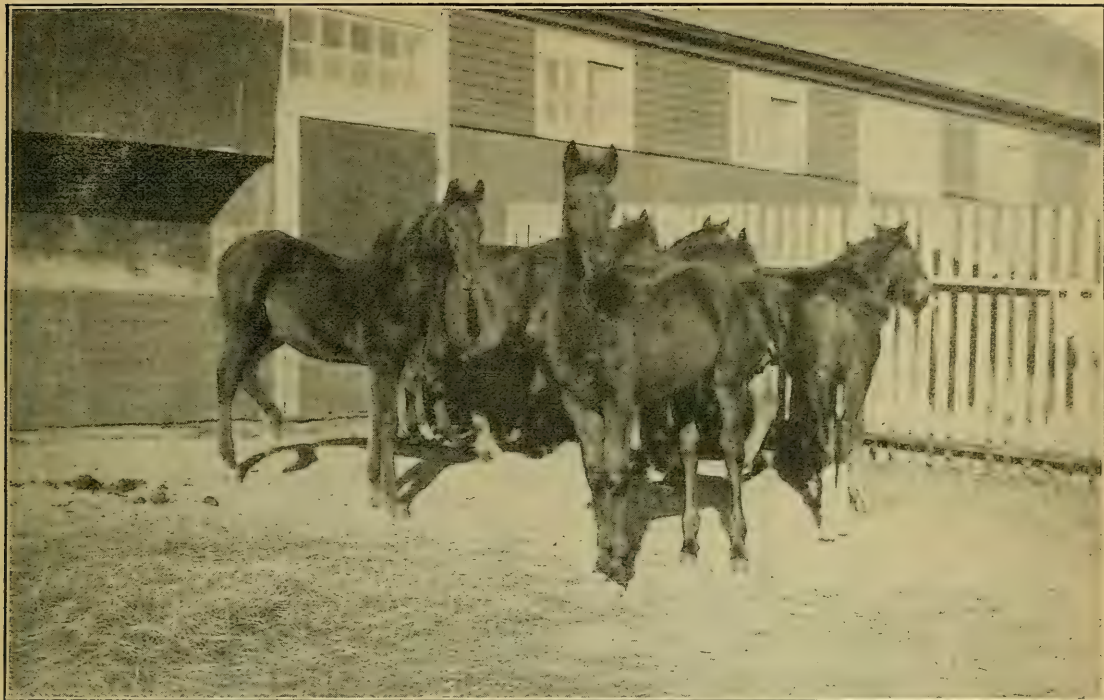
A 50-cent package of Gold Coin Horse Tonic will often increase the selling price of a horse \$25 to \$50. If you have a horse or other animal for sale feed him Gold Coin Horse Tonic for a while. It's a wonder.

A secret worth knowing—Gold Coin Horse Tonic not only saves veterinary bills, but it saves 15 to 25 per cent of the feed. It's a money maker.

There is nothing on earth that will make a broken down, used up and half-starved horse gain weight and strength like Gold Coin Horse Tonic and in a short time he develops out of all recognition. Such horses, if not permanently damaged, soon more than pay the little extra cost of 15 cents a month. They gain in weight, health and strength and put on a fine, glossy coat that gives them a style and appearance that makes them sellers on the market.

Gold Coin Healing Oil cures "Grease Heels," also use Gold Coin Horse Tonic—to build up the constitution.

SHOULDER LAMENESS: Give absolute rest and rub in Gold Coin Healing Oil three times a day.



A Fine Bunch of Colts.. The High-Spirited Stripling in the Center, Looking so Interestedly at Our Photographer, Is a Niece of Maud S, the Old Time Trotting Champion of the World.

COLTS WILL INCREASE YOUR BANK ACCOUNT.

Colt raising is very profitable. And if you like to have a little cash money in the bank, there is no way whereby you can get it as quickly and easily as from the sale of a rapidly grown colt.

Gold Coin Horse Tonic is the great bone and muscle builder. It makes colts grow fast. It also makes them fat and healthy and gives them spirit and intelligence, thus making them easier to train.

A nice two or three year old colt of ordinary breed will usually sell for from \$75 to \$150. Two or three sold every year will give you a nice little cash account in your bank equal to what the ordinary city man makes in a year. You can do this aside from your regular farm work. Colts like Gold Coin Horse Tonic. It gives them just the ingredients they want for bone and muscle building. Feed it to your colts. It will make them grow so rapidly as to astonish your neighbors. There is nothing in the world that will make colts grow up so strong-limbed and full formed as Gold Coin Horse Tonic, and besides by practical test we guarantee it will save you 15 to 25 per cent of feed. Write us direct if you wish to obtain a supply of this very superior medicated food.

USE "GOLD COIN HORSE TONIC."

For horses, mules, and all animals that show a run-down constitution. It puts health, energy, spirit, and LIFE in such animals. It will "Condition" them in a short time, increasing the value of the animal two fold.

WE WILL ALWAYS BE GLAD TO PRINT YOUR TESTIMONIALS.

Send Them to Us by Mail.

After using "Gold Coin Foods" such good results are usually obtained that almost every farmer or stockman has something of interest to say about its great merits.

We greatly appreciate your testimonials. Or if you make a test send us a description of how it came out.

Send them whenever you can, in regard to the "Foods" or any of our preparations. We will always endeavor to return your kindness in courteous dealing and many other friendly ways. Some other farmer, or stockman may read your printed testimonial in our stock book or paper, and thus he will be put in a way to save a great deal of money, and will always thank you for it.

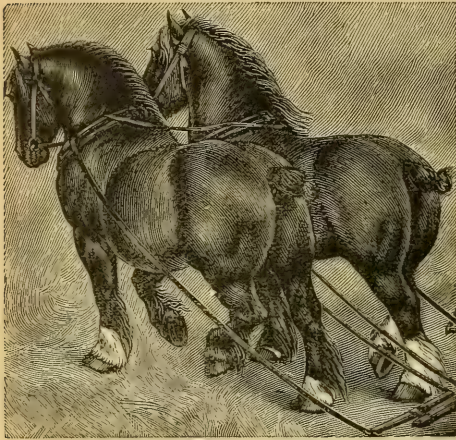
The greatest Horse Conditioner in the world is Gold Coin Horse Tonic. It is made to put animals in good condition.

For Sweeny rub the muscles of the shoulder good three times a day with Gold Coin Healing Oil.

"GOLD COIN HEALING OIL."

Quickly Cures

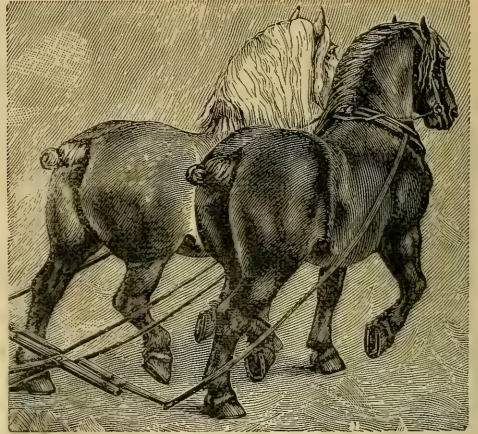
Cuts, wounds, bruises and inflammation.



A Fine Pair of Clydesdale.

**Use Gold
Coin
Horse
Tonic.**

**It makes
you
extra
money.**



A Fine Pair of Percherons.

The two breeds are excellent for heavy farm work of all kinds.

A VALUABLE PLOW TEAM.

Good plow teams are few. Yet this is the kind of horse that brings the farmer most money. Most plow teams used are too light. As well as having weight they should be intelligent and trained to respond to the voice as well as to the rein. The best plow teams are raised plow teams from young up. Gold Coin Horse Tonic fed regularly puts the elements into a heavy horse that make him a perfect plow horse. It gives large bones, big muscles, heavy, rounded form, clear eye, quick ear and superior intelligence, gentleness of manner and easily trained. You want to feed Gold Coin Horse Tonic to your horses on the farm. It will do them worlds of good. Keeps them free from disease and always in working condition. A sick horse can do no work, costs you just as much or more to keep and takes up a lot of your time. You cannot afford to have sick horses. You can keep them well and working by the regular use of Gold Coin Horse Tonic. A good, strong, healthy plow team always brings a good price on the market. If you have never used Gold Coin Horse Tonic, write us for a supply and we will put you in line with other money-making farmers and stock raisers. It is a new science in horse feeding, and it will pay you to know it.

WE OFFER \$5,000 CASH.

We offer to pay the above amount in cash to any person proving that Gold Coin Horse Tonic contains injurious ingredients that would injure even the most delicate colt, or a person if taken into the human stomach. It is perfectly pure and harmless. Made entirely of vegetable compounds, strengthening and tonic in their nature.

Its main use is to sharpen the appetite, increase digestion, and purify the blood. You should feed Gold Coin Horse Tonic to your stock. It will increase their actual value, and make you a net saving of 15 to 25 per cent in grain.

GOLD COIN HORSE TONIC makes horses fat. Costs only a half a cent a day.

THE FARMER'S HORSE.

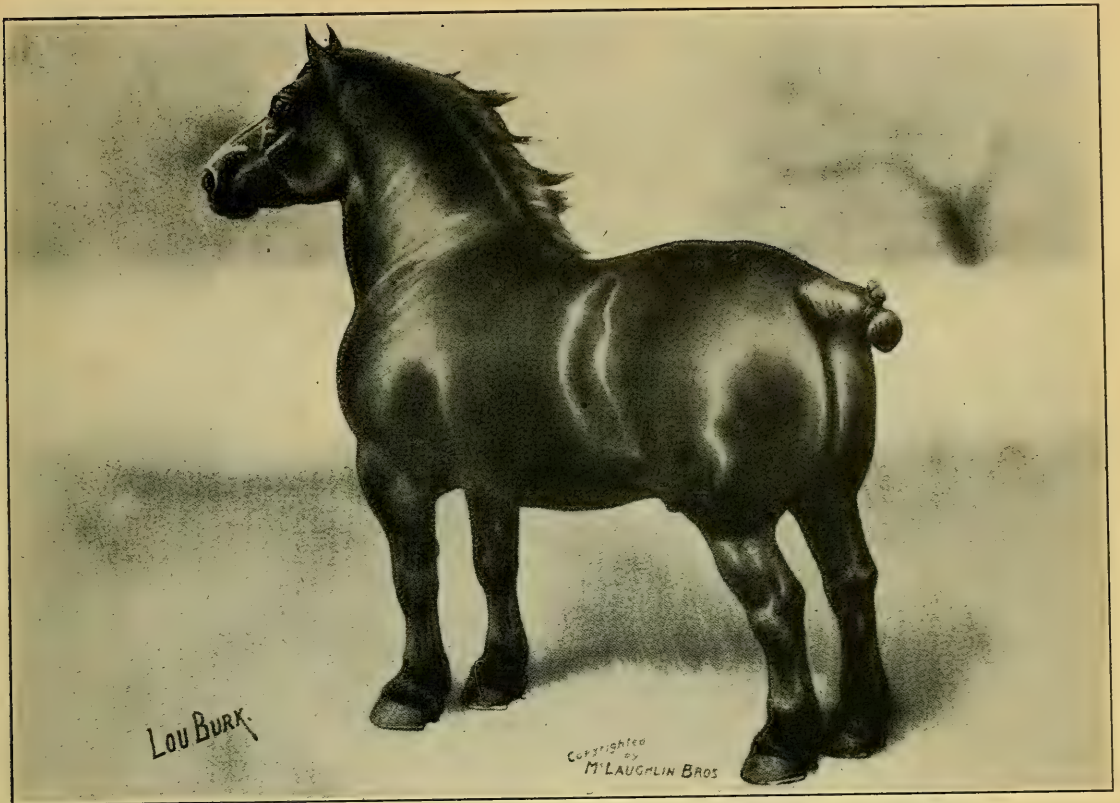
The farmer's horse needs Gold Coin Horse Tonic more than any other horse. He should be in good condition and always ready for action, because on this animal depends the welfare of the whole nation. If for some reason the farm horses should all play out, there could be no plowing, no planting, and hence no crops. And this would mean starvation to the city people. Keep your farm horses fat, it gives them better value, if you want to sell them, and gives them better weight to pull with.

Farm horses are usually a mixed breed, but if they are good size, intelligent and know the duties of a farm horse they always bring good prices. No farmer with two or more horses can afford NOT to feed Gold Coin Horse Tonic. It keeps the horse healthy, purifies the blood, and aids digestion. We guarantee that it will make a saving of at least 15 to 25 per cent of the feed. And this means a great deal if you should have ten or twelve horses on your farm. We are glad to see all farmers make money and if we can help you make it by the use of Gold Coin Horse Tonic, which we guarantee will make you an increase of 15 to 25 per cent more than you have ever made before, we will be glad to help you. Write us direct.

SELLING HORSES.

In selling horses you always want them to appear to their best advantage, at least, at the time of sale. Put a run down horse on Gold Coin Horse Tonic for 30 to 60 days, and it will often double the selling price of the animal. Feed it to almost any horse, say 30 days or so, before the sale and it will often add \$25.00 to \$50.00 to the selling price. A wonderful improvement always takes place when you use Gold Coin Horse Tonic. This is an important hint for all horse dealers to know. A purchaser will always try to cut your price if your horse is not sleek and fat. It won't take 25c worth of Gold Coin Horse Tonic to make the horse look worth \$50.00 more.

In Pollevil use Gold Medal Condition Powders to keep up the constitutional strength.



Pure Bred Percheron—Owned By McLaughlin Bros., Columbus, O.

SIZE OF HORSES.

It has been shown that as a rule the larger the horse the more powerful he is, and the more work he can do, and keep well and healthy.

In breeding for size it must be remembered that the feet of heavy horses have to stand a much greater strain than those of lighter weight so that the feet must be kept in mind and no mare or stallion breeding into a line of heavy horses should be chosen if there is any serious tendency to hoof disease, or other foot trouble. There is no constitutional treatment that can compare with Gold Coin Horse Tonic in elevating the general health and thus making the feet also strong and tough, by improving the horn of hoof and keeping the frog and the glands healthy and active. Of course, when hoofs are positively diseased they should also receive proper local treatment, which you will find referred to under diseases of the horse.

Another thing, large employers of draft horses want them intelligent, active and with lots of nerve and ambition; the disposition also deserves attention, for a vicious draft horse is worthless.

The life and health of a colt, and therefore, its size, is dependent on many things. If your mare is gaunt and thin at serving, or the stallion is exhausted, the colt is at a disadvantage from the very moment of his conception. Those initial forces of life which determine the vigor and disease-resisting powers of the mature animal, are weakened and the foal gets a bad start. It is true that by careful after-handling the colt may make a good horse, but he will ever have a weak spot somewhere that will break down when he is put to severe tests. Nature makes wild animals breed in

the springtime. Why? Because the mothers have all summer ahead of them when feed is abundant and they pass the nourishment on to their offspring.

Take the hint. Feed your mares plentifully when carrying foals and do not leave them to feed only pasture. Teach them to come regularly to the barn or feed box to get a feed of grain and Gold Coin Horse Tonic and you need have no worry as to the resulting colt. It will be strong and grow vigorously. The hint should be further followed and the mare should be in good condition when served. Feed her Gold Coin Horse Tonic before time and all during the time. Surely it is to your own interest to keep your broodmares in perfect condition all the time, since you can do so by feeding them less grain if you use a small amount of Gold Coin Horse Tonic and do it at a net saving. If you feed 96 cents less oats and 15 cents worth of Gold Coin Horse Tonic you have saved 81 cents a head per month, and your horse is in better condition. Remember we guarantee every statement we make to be based on actual experiment and constant experience.

By following our advice if you are breeding for size you can count on attaining your desired results and avoiding the chances of disappointment.

To breed profitably requires great care and judgment, but with scientific feeding you can get as good results as the great horse breeders who themselves are successful because they give heed to scientific feeding and use Gold Coin Horse Tonic constantly in their stables. It keeps horses in perfect condition, and in exhibition form, fat, sleek, shiny, healthy and active; and always ready for a possible purchaser at a high price.



Typical German Coach Horse.

ECONOMICAL FEEDING.

The greatest possible economy in feeding cannot be obtained unless Gold Coin Horse Tonic is used in the regular feeding of your horses. We absolutely guarantee you that 15 to 25 per cent of the feed you have always given can be saved and still keep your horse in better condition than ever before. This can be readily understood when it is remembered that few animals have perfect digestion, and often allow as much as 35 per cent of feed go through them undigested. It is not what your horse eats that makes flesh and fat, but what it digests. If you have never tried Gold Coin Horse Tonic as an aid in saving grain, write us at once, and we will be glad to have you test it on our guarantee. To feed it you simply mix it in, or sprinkle it on the regular grain feed.

When buying a horse always see him both standing and in motion. If you are buying a speeder see him do a mile under the watch. There is no other way to see for yourself just what he can do.

The farm horse deserves the best feeding you can afford, and you can afford to give none but the best. Feed him on Gold Coin Horse Tonic.

Do not lose a single chance to make your breeding pay, and while little things may turn the scale the right way, Gold Coin Horse Tonic affords a big chance that it will pay.

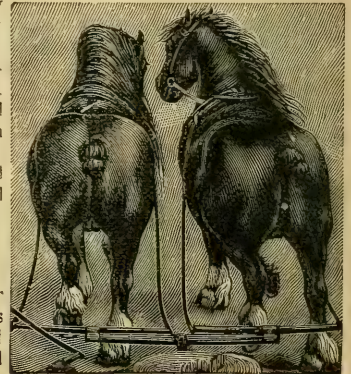
There is no horse food made that can compare with Gold Coin Horse Tonic in nutrient value; remedial virtues; disease preventing qualities and cheapness.

BUYING A HORSE

THE GOOD AND BAD POINTS.

Do not pay an unblemished price for a blemished animal. A sound horse stands squarely on his four feet, moving only when necessary; if the navicular bone has been affected he throws the foot forward with the toe jointing to the ground and heel raised; laminites, founder or sprain of back sinews, makes the horse raise the toe and rest the heel on the ground, or a weakness or tenderness that might develop into serious trouble will cause the same sign; if the kidneys are affected or the loins weak, the animal will spread his legs; if he has been injured permanently by pulling or hard driving, he will be knee sprung, that is, the forelegs will be bent at the knees and trembling and unsteady; if he has hoof disease, it will show in the frog and horn of the hoof, it should not be contracted, split, scaly or badly formed; if injured by kicking or viciousness his legs will be scarred; if the eye is weak it will be watery or if blindness threatens the eye will

show a bluish film; teeth should be sound without decay and unbroken and set firmly in the jaw; look to his breathing under work or speed for signs of lung or heart weakness. If you keep these points in mind as belonging to horses of all kinds regardless of breed and then select the best marked samples of the breed you want you can't go very far wrong in buying a horse, and if he is thin, although he may not look so well, if it is not due to disease or constitutional inability to lay on flesh, it need not stand in the way of purchase, though you ought to pay less than for the same animal in good flesh. In a short time, if you feed Gold Coin Horse Tonic, you can put the horse in prime condition. It only costs you "4 feeds for a cent." When you buy horses never fail to give them a regular supply of Gold Coin Horse Tonic at once, in order to clean them out thoroughly and thus prevent any diseases they may have from spreading among your other stock. Not one horse in ten has correct digestion, but if you will feed them Gold Coin Horse Tonic, they will soon be equal to your other Gold Coin fed animals.

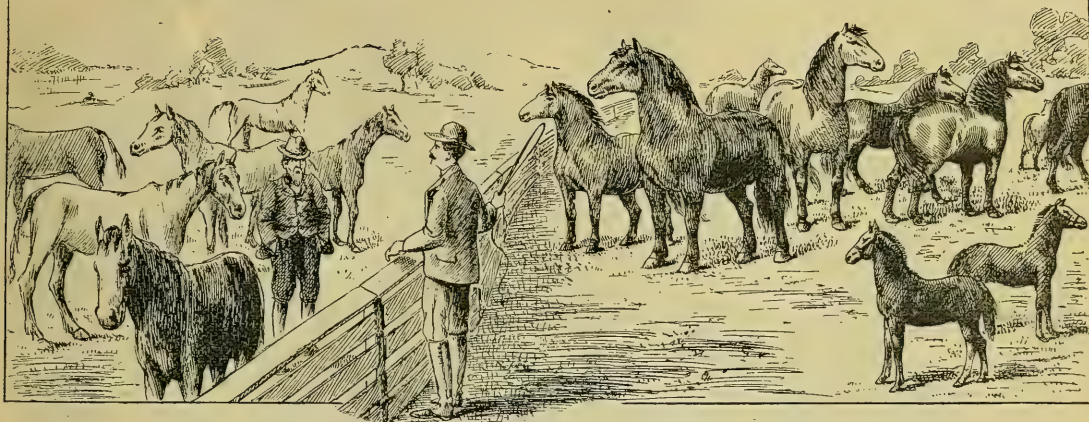


Typical Draft Horses.

Mail us your testimonials and words of praise. We will be glad to publish them in our new book.

"Mr. Williams, please tell me how it is you are so successful in horse raising."

"It is all very simple. I use Gold Coin Horse Tonic 'all the-year-round.' It pays big."



You Will Be a Successful Breeder if You Use Gold Coin Horse Tonic.

ABOUT HORSE BREEDING.

If you are a breeder, or intend to become one, you will find that Gold Coin Horse Tonic will do more towards making you a successful breeder than any other one thing. Test this statement in any way you please. In a thirty-day test weigh your horses; keep track of amount of feed and amount of work done, whatever the kind of work, field, road or track, on the ordinary diet for thirty days, then get some reliable judge to say what he thinks the horse or horses ought to bring in the open market.

Weigh your horses again, and put them on Gold Coin Horse Tonic in connection with a 25 per cent drop in amount of ordinary feed. After thirty days figure cost of Gold Coin Horse Tonic, which will be about 10 or 15 cents per head for the thirty days; figure value of other feed saved, weigh your horses and compare them in weight at the beginning of the thirty days; figure amount of work done as nearly as you can and get another different judge to put a price on your horses in presence of the first judge and let the latter say if it is not fair.

You will be perfectly amazed at the result. You will find you have made an outlay of 10 to 15 cents per head, saved 40 to 90 cents worth of oats per head. You got more work and tired your horses less and increased the market value enough to buy Gold Coin Horse Tonic for several years, or on a \$200.00 horse you raise his price to \$250.00. Compare, leaving out hay and other fodder.

First Thirty Days.

360 quarts of oats at 32c per bushel.....\$3.60
60 feeds of Gold Coin Horse Tonic......15

Cost\$3.75
Weight of horse pounds.....1,000
330 hours of work at 20c per hour.....\$66.00
Value of horse\$200.00

GOLD COIN HORSE TONIC.

5 Feeds for a Cent.

Puts more strength in work horses.

Second Thirty Days.

270 quarts of oats, about.....\$2.70
90 feeds of Gold Coin Horse Tonic......15

Cost\$2.85
Weight of horse, pounds.....1,050
360 hours' work, \$72.00; gain.....\$6.00
Value of horse, \$250.00; gain.....\$50.00

Amount made\$56.90

We do not claim that these will be your figures, but suppose for argument's sake, we split the gain in half, measured in dollars and cents, and call it \$28.45, and suppose you have 10 horses and called the gain in 30 days \$284.50. Don't you think that is a great return for an outlay of \$1.50? Of course, it is. That is why we say no breeder ought to dream of going ahead in the old way when Gold Coin Horse Tonic produces results like this.

If you are preparing any horses for export trade be sure to fatten them before shipping. Otherwise the shrinkage from the long voyage may greatly reduce your profit.

Kentucky horsemen endorse Gold Coin Horse Tonic. It keeps fine blooded horses in a far more healthy condition than they could be without it. It keeps the digestion in such perfectly healthy condition. It is a great builder for young stock.

Don't let Colic kill your horse. Always have 2 or 3 bottles of Gold Coin Colic Cure in the barn because when you want it, you want it quick. Your horse may die in a few hours.

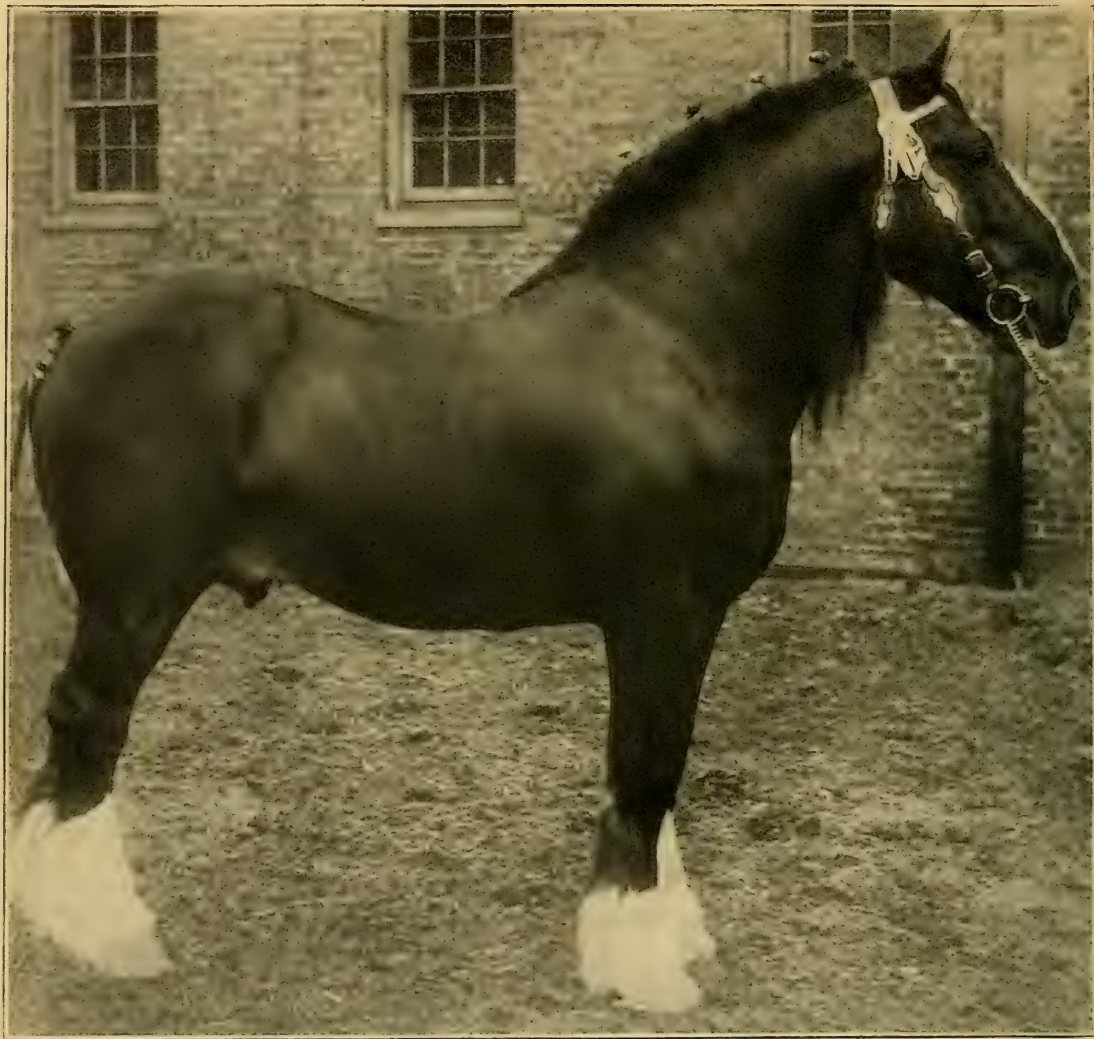
The frog should be left alone except when washing it or applying Gold Coin Hoof Remedy.

Gold Coin Horse Tonic is the best internal remedy to keep horses in condition.

GOLD COIN HORSE TONIC.

Keeps Farm Horses

Healthy and fat and in good condition.



Prize Winning Pure B red Clydesdale.

HOW TO SELL HORSES.

Have a fixed market. Sell to one firm of dealers in your nearest city or have a good list of firms using horses in their business. Then raise the best possible stock with the means and facilities you have and be honest. Deal fairly always. If you have a horse with a hidden blemish or defect of form or disposition tell your customer openly. If you are going to be successful you will have to do this, for it is only by finding your horses exactly as you represent them that men will acquire confidence in you, and once your customers acquire this confidence, they will gladly pay more than the market price for any of your horses because they know what you say is right. The day is passed when men prosper by sharp and underhanded methods of doing business, and in the horse business this is truer than in any other. You can go into any community and buy a horse of a breeder nowadays and the animal will be exactly as the horseman represents, nine times out of ten.

To sell at high prices the horses should be in their condition of conditions. Fat horses sell bet-

ter than thin ones. Bear it in mind. To get your horses in good marketable condition and keep them so at the least expense of time, trouble and grain, you should feed them Gold Coin Horse Tonic. It makes them digest all they eat. In the sale stables, in the public sale ring, by private purchase or in the search for horses by government agents the fat horse is sold readily while the thin one is haggled over and his price beaten down, although he may be a better horse than his fat brother. The hint in this is too strong to be neglected. Fatten your sale horses. Gold Coin Horse Tonic fattens them quickly, surely and cheaply and gives them a style, life and finish that adds more dollars to their price at a sale than we dare mention for fear of being accused of exaggeration. These are all positive facts easily verified and guaranteed by us or money refunded without a question asked.

The horse that has had good care during the winter will more than pay for his winter's keep by the extra work he can do the first week of spring plowing.



Prince Alert, a Promising Young Pacer.

ARE YOU NOT WILLING TO GIVE A FEW MINUTES OF YOUR TIME TO LEARN HOW TO MAKE EXTRA MONEY?

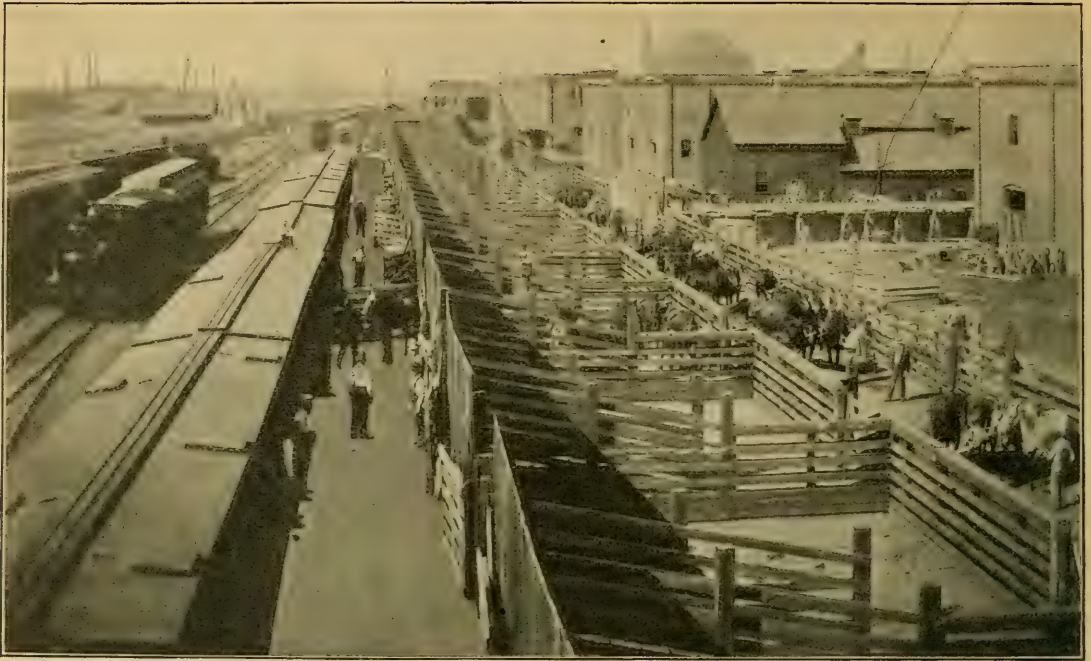
Thousands of stockmen in all sections of this country, and in England and Canada, are saving from 15 to 25 per cent of their actual feed every day—how? They do it by following the new scientific method of feeding as performed by Gold Coin Horse Tonic. This remarkable medicated food contains a substance that has such excellent action upon the stomach of the horse, that it causes 15 to 25 per cent more food to be digested than ever before. It is considered by many stock raisers to be one of the greatest inventions of the age.

As an intelligent farmer, you must have noticed in the past 25 years the rapid stride made in improved machinery, as self binders, reapers, etc. In city life, electric street cars, bicycles, etc. You have also followed the improvements in breeds of stock. And you have no doubt believed that some day improvements in feeding would also be invented. Gold Coin Horse Tonic has completely changed the old line of feeding. No intelligent farmer of today ever thinks of feeding a cow or horse, or even his hogs, without mixing in a measureful of Gold Coin Special Stock Food to create perfect digestion and assimilation. Every time you feed like this it

means a saving of 15 to 25 per cent of the feed. It is a well known fact that not one horse in ten has perfect digestion, about 15 to 35 per cent of the food eaten by such horses passes through them and is wasted. Gold Coin Horse Tonic creates greater digestion. It digests all the food eaten; stops all the waste, and saves the stockman 15 to 25 per cent of feed. That is scientific feeding. If you wish to secure a supply of Gold Coin Horse Tonic write us direct and we will quote you prices on bulk. Do not confuse this new scientific preparation with the old fashioned condition powders which were composed of strychnine, arsenic, and other injurious drugs; nor with the old styled stock foods which have usually proven valueless. Gold Coin Horse Tonic is not merely a medicine pure and simple (though it is better than most horse medicines). But it is strictly a Tonic so prepared as to increase digestion and improve the vitality of any horse to which it is given. It is made to be fed regularly as any food should be. A weak, ill-conditioned, unthrifty horse can be put in "condition" and be made a permanently good horse by giving him Gold Coin Horse Tonic. We want to see you make extra money and if the new "Gold Coin" method will help you, we will be glad to ship you some at once. Yours for increase of profits.

GOLD COIN STOCKFOOD CO.

Union Stock Yards, Chicago.



Loading Horses Into Box Cars at the Union Stock Yards, Chicago.

Thousands of horses are sold and bought every month at the Union Stock Yards, Chicago. Many are sent abroad to foreign countries. England buys many thousands of American horses every year. When visiting the Stock Yards do not fail to visit the Horse Market, where as high as a hundred sales are made in one hour. It is common to see a man buy an \$800 team in a half minute.

FAT HORSES ALWAYS SELL BEST.

Horses look best when fat. A great many buyers won't buy a horse unless fat. The fact that a horse is fat is a good point in his favor. There is always some haggling about the price if a horse is thin, though he may be perfectly sound in every other way. One of the handsome features of a horse is its fat, well-rounded body. A thin horse placed on the market alongside of a fat horse will have to sell for less than the fat one, probably as much as \$30 to \$60 less, though he is of the same breed, size and action. In getting your horses ready for sale always fatten them, because a great many people think all fat horses are good ones. There is nothing in the world that will fatten horses as quickly as Gold Coin Horse Tonic. We often hear from users of Gold Coin Horse Tonic that a 50-cent box fattened a horse so that they sold it for from \$25 to \$50 more than they were offered for it before it was fattened. It will certainly pay you to feed your horses 30 to 60 days on Gold Coin Horse Tonic before selling them. It will only cost you a few cents, and give you a very large extra profit.

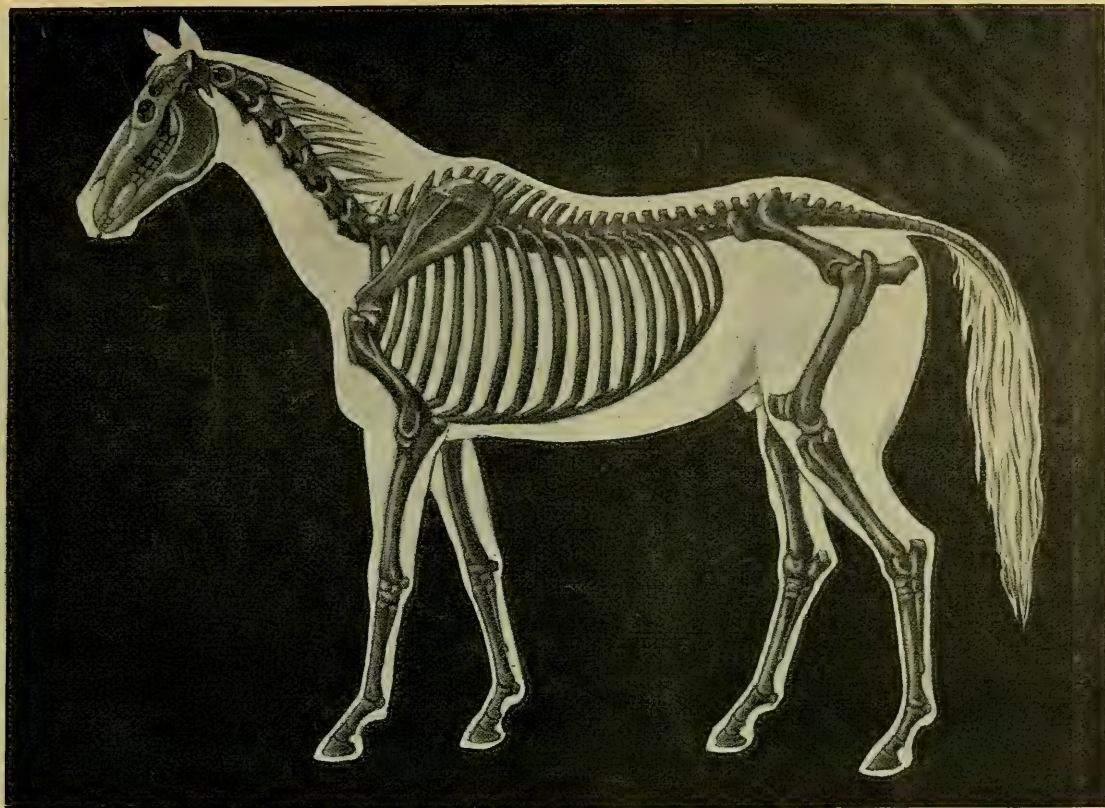
FEEDING MULES.

Gold Coin Horse Tonic is a great thing for mules. A pail or two of it will prove to you what a scientific medicated food can do. And what an improvement it is over the old method of feeding.

ASSES AND MULES.

These hardy animals have been the butt of much undeserved ridicule. They are tough, strong, willing and very intelligent. For many years their breeding was confined to the Southern States, but as their value has become more and more appreciated, their breeding has become more common, until to-day some of the best Jack breeding farms are North as well as South. Many fine, large animals are bred. It is the mule's reputation that he can live on what a horse will refuse to eat. All the same, he is infinitely more profitable when fed properly, and if given a daily feed of Gold Coin Horse Tonic, he blossoms out into a really fine and handsome beast. He responds kindly to the gentle nurture of his aristocratic relative, the horse, and will put dollars into your pocket where you spend pennies to feed him Gold Coin Horse Tonic. It is this idea of increasing your profits that we ask you to keep in mind in connection with Gold Coin Horse Tonic. Of course, humane men like to have their animals live well and enjoy their feed, but horses and mules are kept, raised and worked for profit, and it is on the right side of the ledger after all that the great value of Gold Coin Horse Tonic shows in increasing your profits from any and all kinds of equine beasts.

STIFLE-JOINT LAMENESS:—Bathe well two or three times a day with Gold Coin Healing Oil and give the animal Gold Medal Condition Powder, three times a day, as these animals are usually run down in health.



Skeleton of Horse.

After U. S. Bureau of Animal Industry, by special permission.

DISEASES OF THE HORSE.

Every farmer should know how to treat and cure all common diseases of Horses.

CHAPPED HOCKS AND ELBOWS.

The elbows and hocks sometimes become caloused and if nothing is done often develops into a large, bad looking swelling. Use Gold Coin Resolvent, rub thoroughly on the swelling twice a day and give the horse abundance of bedding, so as to prevent bruising of the joints. Gold Coin Horse Tonic purifies the blood and favors quick healing. It is a food as well as a medicine. Horses eat less and get more good out of their feed. It saves 15 to 25 per cent of the feed. We guarantee it. Write us.

THOROUGHPIN.

This trouble usually accompanies blood spavin. There is a puffed, swollen condition in front of the hock. Rub it thoroughly twice a day with Gold Coin Resolvent. As a rule it does not cause lameness. Blistering does no good.

SPLINT.

This is a very common trouble. It is usually due to a strain or injury on the cannon bone. While forming it usually causes lameness, but after it becomes hard it gives no trouble. While tender and inflamed rub well with Gold Coin Resolvent. Some cases take longer than others. give Gold Coin Horse Tonic (4 feeds for one cent) to keep the horse in good condition. It favors quick healing.

SPRAINS OF THE BACK TENDONS OF THE FORELEGS.

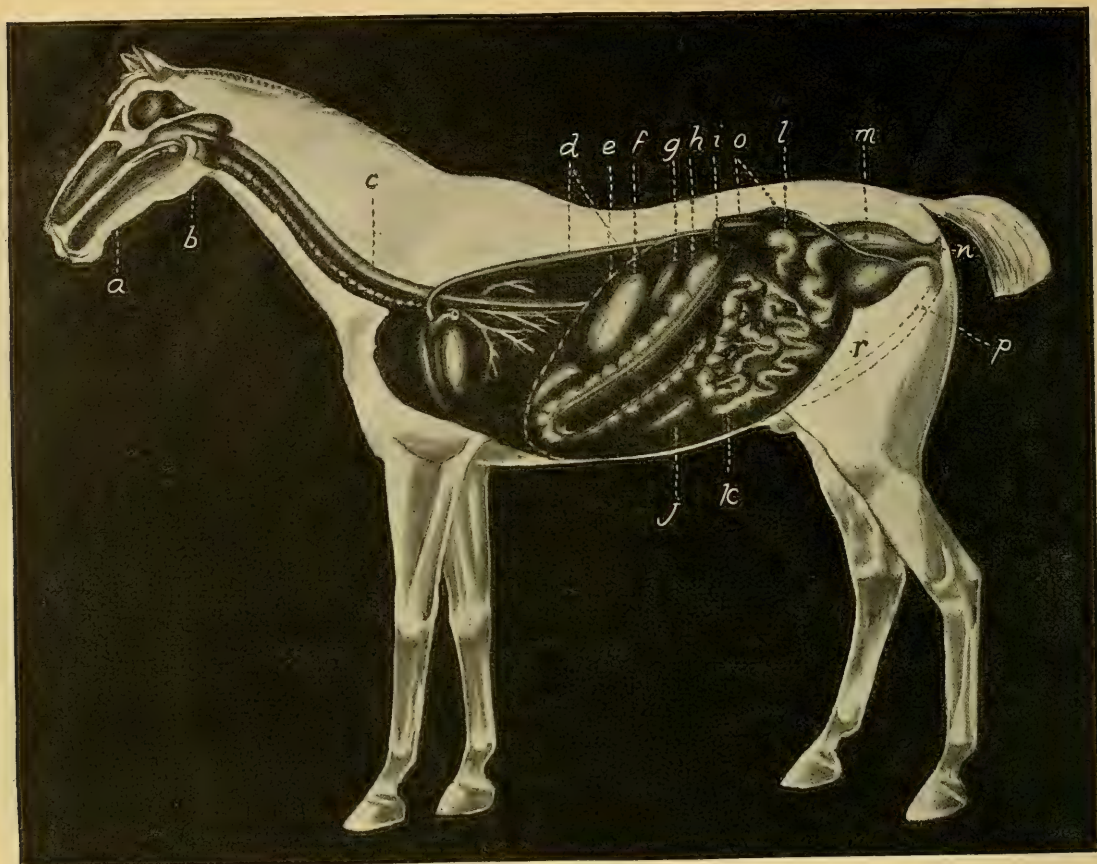
This is a very common trouble. It is usually caused by fast driving. The tendons of the fore legs become strained and somewhat contracted. Remove the shoes at once and shoe in such a way as to raise the heels. Give the entire forelegs a thorough rubbing with Gold Coin Resolvent each time after using and bandage as tightly as the tenderness will permit. Feed your horse Gold Coin Horse Tonic to strengthen the constitution or you will soon have a knee-sprung horse—one-quarter his value.

CURE OF THRUSH.

Thrush is where the frog of the foot becomes rotten and ulcerated. There is a dark colored, bad smelling discharge. Thrush is usually caused by uncleanness of the feet. The filth remaining there so long that it caused rot by exclusion of the air. It usually occurs in the front feet of geldings and hind feet of mares. Thrush can always be quickly cured by the use of Gold Coin Foot Remedy. Full directions for the cure printed on every can. Feed Gold Coin Horse Tonic three times a day with the regular feed, to keep up the constitutional strength.

GOLD COIN HORSE TONIC.

4 Feeds for a Cent.
Quickly makes thin horses fat.



Internal Organs of the Horse.

a. Mouth. b. Throat. c. Esophagus in Gullet. d. Diaphragm (division between Chest and Abdomen). e. Spleen. f. Stomach. g. Duodenum. h. Liver. i. Large Bowel. j. Caecum. k. Small Intestines. l. Floating Colon. m. Rectum. n. Anus. o. Kidney. p. Bladder. r. Urethra. (Used by permission from the U. S. Bureau of Animal Industry).

DISEASES OF THE HORSE (Continued.)

BONE SPAVIN.

In this disease a hard lump forms on the inner side of the hock joint. The inflammation, stiffness and deposit of bony substance hinders free action, causing lameness. It is usually caused by a strain. The lameness disappears after driving the horse for a while. If treatment is begun at the start it can usually be cured. Bathe the parts for two hours in hot water twice a day and then apply Gold Coin Resolvent to keep down the inflammation. Give complete rest until all tenderness is removed, and turn the animal to grass for six to twelve weeks. It is well to put all spavined horses on Gold Coin Horse Tonic three times a day in their regular feed. This will keep up the constitutional strength of the animal; from practical experience we know that blistering and burning rarely cures. It does cure bog spavin, but not true bone spavin. Yet blistering often cures the lameness, but does not remove the bony growth or spavin.

STONE BRUISES.

Sometimes a sharp stone gets caught under the edge of the shoe and causes tenderness and inflammation. Take out the stone and apply Gold Coin Foot Remedy freely to the sore spot and bottom of the foot three to five times a day.

Paying results from our Foods is what built up our enormous business.

BOG SPAVIN.

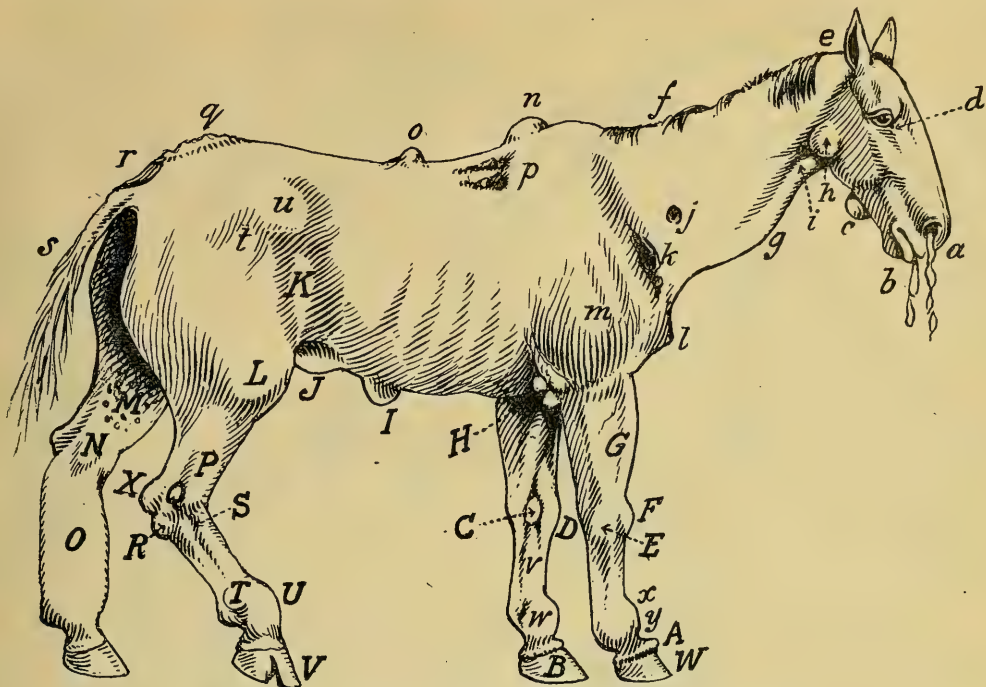
This is caused by the secretion of too much synovial fluid into the synovial sack at the hock joint. It is caused by inflammation and causes considerable enlargement of the joint. Gold Coin Resolvent will reduce the inflammation, absorb the fluid and cure the spavin in every instance, much better than with blisters or burning.

BLOOD SPAVIN.

Blood spavin and bog spavin are usually companions. The treatment is the same. Faithful use of Gold Coin Resolvent will effect a cure. Give the horse Gold Medal Condition Powders to get the horse in the best condition and thus favor healing.

RING BONE.

This is an enlargement of bone around the joint, caused usually by sprain or injury. When it occurs under the coronet it often becomes very large, causing lameness. Gold Coin Resolvent is the best treatment that can be used if begun early. When the disease has reached the second stage put the horse on three regular feeds a day of Gold Coin Horse Tonic to keep up good general health and favor healing. It won't remove the ring, but the horse will be sound enough for all practical purposes. You may use a blister. It helps sometimes.



A Picture Illustrating the Most of the Diseases of the Horse.

a Discharge from nose (Distemper). b Flow of saliva from mouth (stomach trouble). c Boney tumor of jaw. d Bad eye. e Pollevil. f Mange. g Ewe-neck. h Goitre. i Distended Jugular vein. j Farcy Bud. K Gall. l Abscess on Breast. m Swollen Shoulder. n Fistulous Withers. o Saddle sore. p More Saddle Sores. q Eel Back. r Drooping Rump. s Rat Tail. t Wasting Muscles. u Pointed hip. v Splint. w Swelling caused by interfering. x Swollen Fetlocks. y Diseased Pastern. A Ridge in hoofs. B Hoof. C Enlarged Tendons. D Enlarged Knee. E Swelling. F Enlarged Knee. G Forearm. H Shoe boil. I Navel Rupture. J Hernia. K Flank Hernia. L Stifle Lameness. M Farcy Buds. N Bog Spavin. O Thickened Hind Leg. P Small Thigh. Q Thoroughpin. R Curb. S Blood Spavin. T Big leg. U Enlarged Fetlock. V Cracked Hoof. W Contracted foot. X Capped Hock.

DISEASES OF THE HORSE (Continued).

GREASE HEEL.

This disease is characterized by an offensive greasy discharge from just above the hoof. If "scratches" are not attended to they often cause grease heel by infection. In a great many cases a run down constitution and poor blood seems to be connected with this disease. If that is the case keep the horse in a warm, dry, clean, well bedded stall. Bathe the ankles freely with Gold Coin Healing Oil and apply Gold Coin Foot Remedy over the hoofs inside and out. Keep the greasy discharge washed from the heels, wipe dry and apply Gold Coin Healing Oil freely. For the constitution and blood give extra large feed of Gold Medal Condition Powders three times a day. Such treatment will build up the system and cure the animal. Besides it saves oats. We guarantee every pound. Write to us.

OPEN JOINTS.

In severe cases there is a discharge of pus and synovial fluid from the joint. It is always advisable to call veterinary surgeons in these cases, as a neglect usually causes death.

Never drive a heated horse into the river or other water or throw a bucket of water over the body. Rheumatism, pneumonia and other diseases may result.

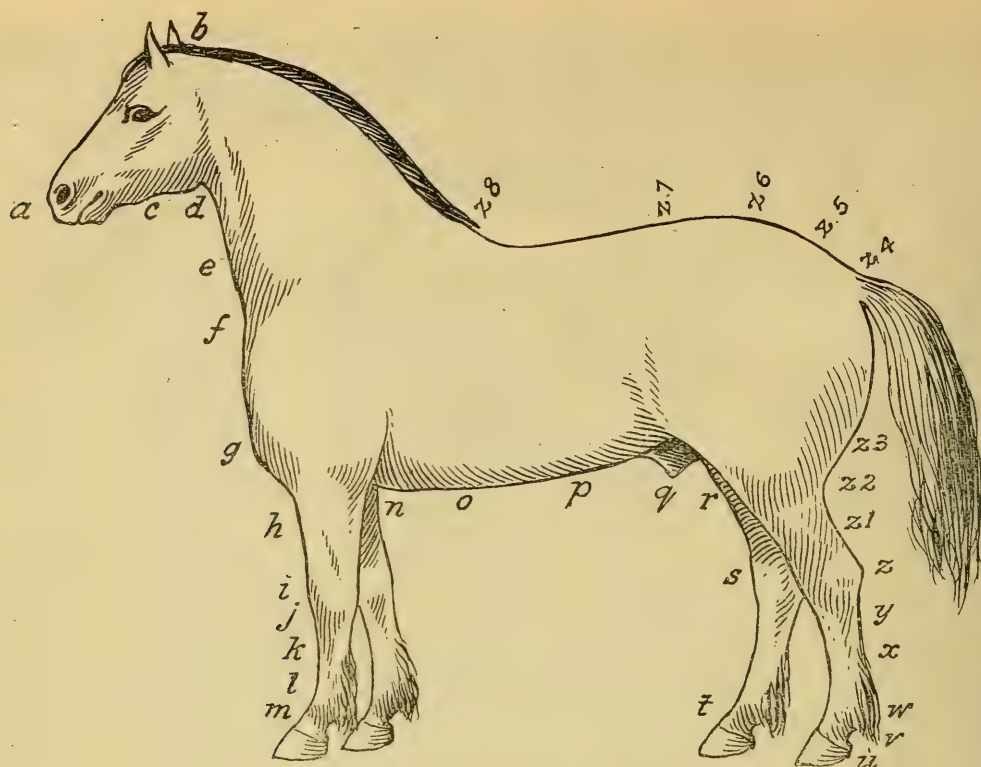
KNEE SPRUNG.

If due to an injury begin the use of Gold Coin Resolvent at once. It has cured many such cases. As a rule but very little can be done for this trouble. It is sometimes congenital. In severe cases it completely ruins the horse, for it makes him stumble and fall from the least cause, sometimes even when standing undisturbed. This falling on the knees is liable to cause "Broken Knee or Open Joint." Feed Gold Coin Horse Tonic regularly so your horses will get the full benefit of their feed and get strong constitutions so they can stand hard work. It pays to use Gold Coin Horse Tonic. It prevents diseases and saves oats.

FISTULOUS WITHERS.

Almost every case of fistulous withers requires the services of a veterinary surgeon. If not bad bathe the parts with a solution of Gold Coin Germ Killer, squeeze out the pus and wash thoroughly again and apply Gold Coin Healing Oil. This treatment has cured a number of cases.

Your horse's feet make locomotion possible and constitute the value of your horse. Gold Coin Foot Remedy cures hoof diseases and all lameness due to hoof troubles.



The Principal Landmarks of the Horse.

a. Muzzle. b. Poll. c. Jowl. d. Gullet. e. Windpipe. f. Point of Shoulder. g. Breast. h. Arm. i. Knee. j. Cannon Bone of Fore Leg. k. Fetlock. l. Large Pastern. m. Small Pastern. n. Elbow. o. Girth. p. Flank. q. Sheath. r. Stifle. s. Hock. t. Coronet. u. Hoof. v. Small Pastern. w. Large Pastern. x. Fetlock. y. Cannon Bone of Hind Leg. z. Point of Hock. z1. Hamstring. z2. Thigh. z3. Quarter. z4. Dock. z5. Croup. z6. Hip. z7. Loin. z8. Withers.

"NERVING."

By Neurotomy or nerving a horse is meant cutting the nerve of sensation that goes to the foot. It is only done by dishonest men who have an incurably lame horse which they want to sell. Cutting the nerve deadens the feeling at the foot so that even though the foot is sore and tender the horse steps on it as though he was not lame. To all appearances such a horse seems perfectly sound. But beware of such horses, because it is only a matter of time before the whole foot becomes an ulcerated sore and the entire animal is ruined. The nerves are usually cut three to five inches above the fetlock. In buying horses that you fear have been nerved be sure to test them by sticking them with a pin or knife below the fetlock to see if they feel it.

BROKEN KNEES.

This is not as severe as Open Joints, but means more particularly a cracking of the skin or a tearing of the membranes or ligaments over the knee joints. Use Gold Coin Healing Oil freely and it will cure most cases and prevent thickness of the joint. There is usually some other disease which causes the stumbling, as knee sprung, etc.

All horses need a condition food like Gold Coin Horse Tonic. It keeps them in perfect health and spirit.

WIND-GALLS.

This is a soft, puffy tumor about the size of a hickory nut, usually found near the fetlock joint in the foreleg. They are usually firm when the foot is down. As a rule they do not cause lameness. In old cases they become hard and sometimes produce permanent lameness. Gold Coin Resolvent should be rubbed on to them thoroughly twice a day and then bandaged tightly. In colts bathe the fetlocks freely with cold water, wipe them dry and apply Gold Coin Resolvent freely. Bandage the legs. Give Gold Coin Horse Tonic. It purifies the blood and favors healing.

SWEENEY.

Sweeney is detected by lameness and a tendency to drag the foreleg. It is due to a wasting of the shoulder muscles. Injuries to the shoulder are the common cause. Gold Coin Healing Oil should be rubbed into the shoulders thoroughly twice a day. Don't work the animal while under treatment, but it should have some exercise every day. Give Gold Coin Horse Tonic regularly. It is a great muscle builder. Its beneficial influence on the muscular system helps greatly in the case of Sweeney. It is a great preventative for Sweeney.

Your horses will always be willing to work if fed on Gold Coin Horse Tonic.

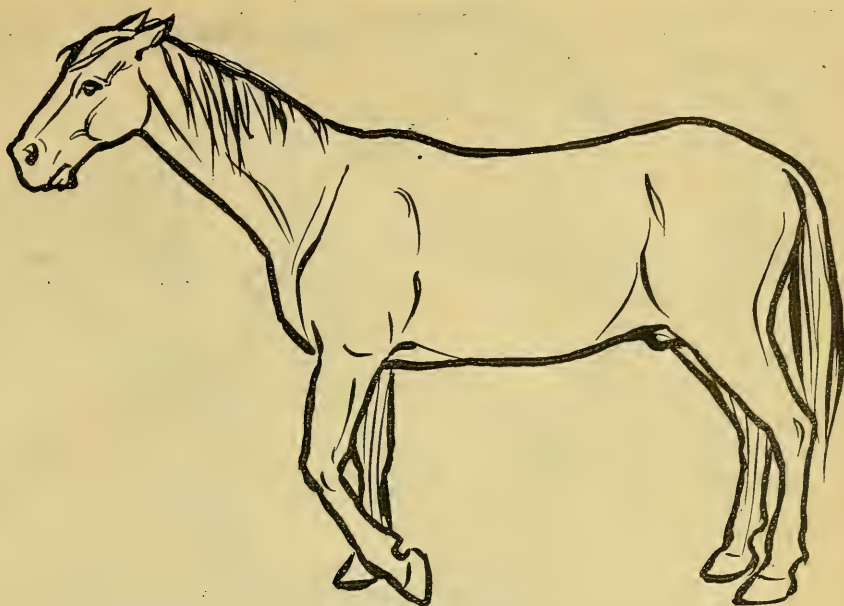
You can always cure Rheumatism by rubbing the affected muscles with

"GOLD COIN HEALING OIL,"

and giving

"GOLD MEDAL CONDITION POWDER"

three times a day in the feed.



Rheumatism of Left Fore Shoulder.

DISEASES OF THE HORSE (Continued).

If you know how to treat and cure your own stock you will save yourself many dollars every year.

RHEUMATISM.

Rheumatism gives the horse pain in the legs and joints. The severe pain makes the horse disinclined to move. Blanket the horse and keep him in a warm place. Feed well on large doses of Gold Medal Condition Powder, mixed in warm food, three times a day, and rub the affected parts four or five times a day with Gold Coin Healing Oil. The Gold Medal Condition Powder purifies the blood and eliminates the uric acid which causes rheumatism. When cured feed Gold Coin Horse Tonic, to keep up the constitution and your horse will stay well.

QUITTOR—LAMENESS.

Quittor is the breaking out of sores at the upper part of the hoof, usually the result of a nail injury or corn. The first symptoms are lameness with some swelling at the coronet. If allowed to run, pus will form and break through the swelling giving a discharge of matter. Sometimes canals or pipes will shoot out in several directions, giving a very bad foot, in which case it should be opened at once and injected thoroughly with a good healing lotion. Gold Coin Germ Killer four tablespoonsfuls to a quart of warm water makes a good injection in these cases. But as soon as lameness begins, in the very start of the disease, apply Gold Coin Healing Oil very thoroughly four or five times a day at the top of the hoof as well as underneath. This will usually effect a cure. Some very bad cases require the assistance of a veterinary surgeon.

Keep your horse in fine condition by feeding him Gold Coin Horse Tonic.

Gold Coin Horse Tonic saves oats and hay. Your horses digest all they eat.

COCKED ANKLES—KNUCKLING.

In this disease the fetlocks become knuckled over.

Proper shoeing, bathing of the leg from the knee down in cold water, then wipe thoroughly dry and apply Gold Coin Resolvent freely and bandage will assist greatly in strengthening the ligaments. It may come from various causes, corns, injuries, navicular disease, etc. Give the horse Gold Coin Horse Tonic to get the constitution in better condition. It will save you 15 to 25 per cent in feeding also.

FRESH CUTS—BLEEDING.

Stop the bleeding and protect the wound from infection. Even slight wounds if they should become infected may prove very serious.

About Stopping Bleeding: When an artery is injured the blood is of a bright red color; when a vein is cut the blood is dark colored. To stop bleeding from a vein make pressure below the cut. To stop bleeding from an artery make pressure above the cut. In a large wound it is often necessary to catch up the arteries and veins with pinchers or forceps and tie them in order to stop the bleeding. To dress a wound there is nothing so nice as Gold Coin Healing Oil. If the wound is fresh apply a bandage over it. Our healing oil is the greatest cure in the world for barb wire wounds.

Gold Coin Horse Tonic will keep your horse fat, strong and glossy.

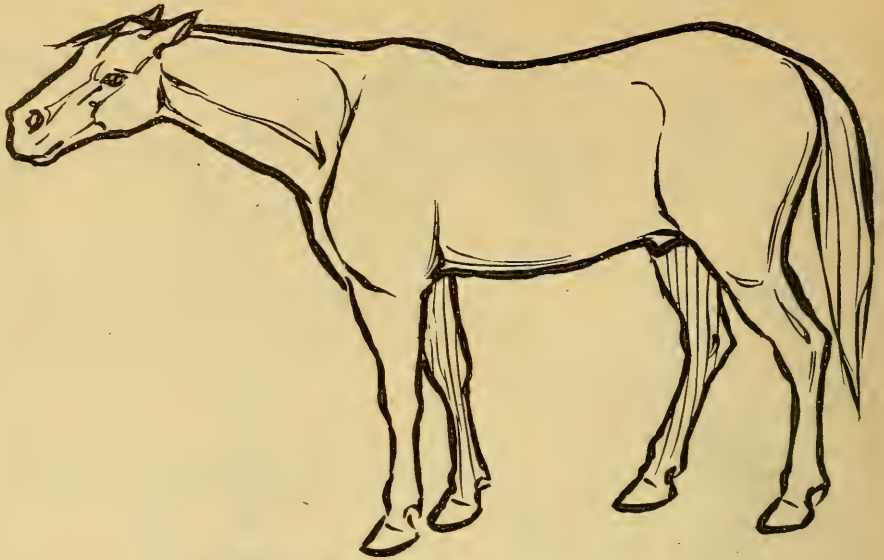
Good blood means good health. Gold Coin Horse Tonic purifies the blood.

Your horse will digest all his oats if fed Gold Coin Horse Tonic.

Poll-Evil may
result seri-
ously, give

**"GOLD
COIN
HORSE
TONIC"**

liberally to
keep up the
constitution,
see Treatment
given below.



Symptoms of Poll-Evil.

DISEASES OF THE HORSE (Continued).

POLL EVIL.

This is a running sore on top of the head. It often becomes very serious because the pus may burrow down into the bones of the head. Bathe the parts thoroughly with a solution of Gold Coin Germ Killer. One tablespoonful to a quart of water. Wipe it out dry and pack with ashes made from burned corn cobs and keep the horse on tablespoonful doses of our Gold Medal Condition Powder, three times a day, to build up the constitution. If this does not cure, clean up the sore thoroughly and send for a veterinary surgeon.

CURB.

This happens when the ligaments of the hock become sprained. While inflammation is present there is lameness, but when it becomes chronic there is usually no lameness. Curb can usually be cured if prompt attention is given in the beginning. Give the animal absolute rest, raise the heel and rub thoroughly twice a day with Gold Coin Resolvent. This usually cures in one to two weeks. In serious cases in the chronic stage it is sometimes advisable to blister or use the firing iron, but it is best for a veterinary surgeon to do it.

CORNS ON THE FEET.

Corns usually come from contraction of the foot or from improper shoeing—that is, uneven pressure of the shoe.

If there is too much pressure on the quarters and heel it allows the soft parts underneath to become bruised and results in a corn. Corns can always be cured by timely use of Gold Coin Foot Remedy, and proper shoeing. You can't neglect corns, as they cause lameness.

GOLD COIN HORSE TONIC

Gold Coin Horse Tonic gives fine coach horses new life and strength. It "tones" them up and gives them a fine appearance. It hardens the muscles, strengthens the nerves, thus giving the animal greater speed and endurance. Put your coach horses on Gold Coin Horse Tonic. IT SAVES GRAIN.

BRONCHITIS.

The lungs and air passages of a horse are subject to bronchitis, catarrh and pneumonia. If bronchitis is taken at once it can usually be cured in a few days with Gold Coin Lung and Cough Cure. Give it four times a day until cured. If neglected bronchitis results in serious cough, fever, inflammation, pneumonia and death. In these cases always give Gold Medal Condition Powders. It strengthens the constitution and enables the animal to throw off the disease more quickly.

QUINSY.

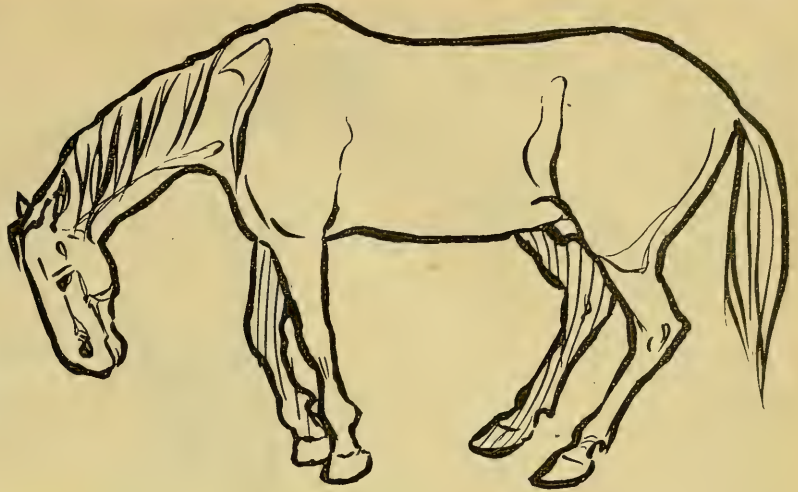
Give Gold Coin Lung and Cough Cure four times a day. It is easy to give and very soothing to the animal. Rub the outside of the throat well from ear to ear, with Gold Coin Healing Oil, three or four times a day, but do not bandage it. Keep up the strength of the system with Gold Medal Condition Powders. The horse will get well quicker. It keeps the blood, liver and bowels clean and drives out the inflammatory poisons.

CONTRACTION OF THE FOOT.

Use Gold Coin Foot Remedy on the sole and frog of the foot, also on the outside of the hoof so as to keep it healthy and growing and you will never get contraction of the foot. Corns, Navicular Disease, improper shoeing, leaving the shoes on too long, and founder are among the causes. But any chronic lameness which causes the horse to favor the foot will cause contraction of the hoof from lack of use. Full directions for treating contraction of the foot given on every can of Gold Coin Foot Remedy.

Gold Coin Horse Tonic is the cheapest and best Tonic food ever discovered for horses, 15 cents a month or four feeds for a cent is inducement enough to make any humane man feed it to his horses all the time, and thus keep them in the pink of condition, full of life, spirit and energy—free from disease, and ready for work whenever you want them.

**Founders
may ruin your
horse
for life.
Give
prompt
treatment.
See
below.**



Early Symptoms of Founder (Laminitis).

DISEASES OF THE HORSE (Continued).

FOUNDER.

This disease may come from overwork, congestion or inflammation of the feet or from some internal disease as congestion of the lungs, inflammation of the bowels, and sometimes by drinking cold water while the horse is warm. The scientific name is Laminitis.

THE SYMPTOMS.—The horse constantly tries to throw his weight on his back feet, he refuses to lift his feet; he seems in great pain and is unable to back. It usually affects the forelegs, but it may affect any.

TREATMENT.—If feverishness appears give twelve drops of tincture of aconite root in a half a pint of water three times a day for two or three days. Remove the shoes from the horse and soak the feet for two hours in hot water. Then wipe them thoroughly dry and bathe the legs from knee down three times a day with Gold Coin Healing Oil, but do not bandage the legs. Use Gold Coin Foot Remedy freely all over the hoofs both inside and outside four times a day. Keep up this treatment until the horse is cured. If it is a bad case it may take from forty to sixty days. As the horse's feet feel sore and weak he will have a tendency to lie down most of the time, so keep the stall well bedded with straw. Feed bran mash, hay or grass. Give plenty of cold water to drink as it helps to relieve the fever. Give the horse "Gold Medal Condition Powder," a tablespoonful, three times a day in his feed as long as he is sick, it is important. Then begin the regular feeding of Gold Coin Horse Tonic. The regular use of Gold Coin Horse Tonic strengthens the constitution, and thus prevents the liability of a return of founders. Some cases of founder are incurable.

When any of your stock are sick you may write our Veterinary Department for free advice.

Send us your testimonials, we appreciate them, and will publish your opinion in our new book.

QUARTER CRACKS, SAND CRACKS.

And all injuries to the hoofs caused by driving on hard dry roads. The hoofs of race horses must always be watched very closely for cracks. Gold Coin Foot Remedy is what drivers have always been wanting. It cures cracks, keeps the hoofs soft and elastic and in good growing condition all the time. If used occasionally, as should be done on all horses, it prevents quarter and sand cracks and keeps the foot healthy. Complete directions for curing cracks are given on every can of Gold Coin Foot Remedy. Gold Coin Horse Tonic is a food as well as a medicine. Horses eat less, but get more good out of their food. It keeps the whole constitution in perfect condition and the hoofs give less trouble.

CURE OF SEEDY TOE.

Clear away the brittle hoof and apply Gold Coin Foot Remedy thoroughly. If there is room enough saturate a piece of tow with our Foot Remedy and keep it against the hoof all the time until well. Seedy toe is usually caused by the clip of the shoe being accidentally pounded into the foot, thus bruising the hoof, which often causes a dry rot. Always attend to these little injuries at once or the horse will run down.

INJURIES FROM NAILS.

A horse may step on a nail and be suddenly lamed, or the nail from the shoe may have been so driven as to touch the sensitive part of the foot. Whenever your horse becomes suddenly lame examine the foot. If you find a nail pull it out at once so it won't get broken off in the foot. Clean out the hole well with hot water, then wipe it dry and pour Gold Coin Healing Oil over the sole of the foot and into the hole. Hold the foot up for a while so as to let it soak in, and thus keep down inflammation.

Send us your testimonials regarding the use of Gold Coin Horse Tonic, we greatly appreciate them.

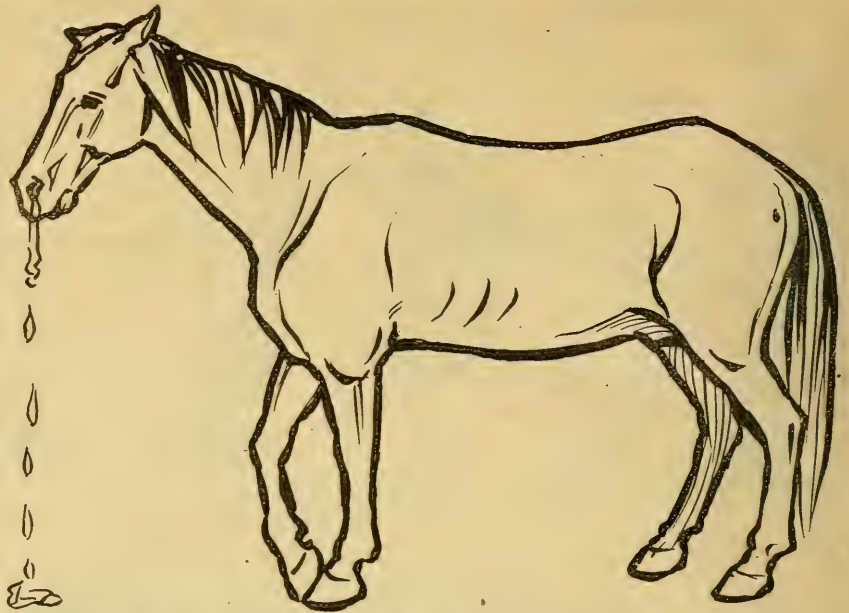
Distemper can
always be cured
by the use of

**"GOLD
MEDAL
CONDITION
POWDERS,"**

and

**"GOLD
COIN
HORSE
TONIC."**

See Treatment
given below.



The General Symptoms of Distemper, Pink Eye and Epizootic.

DISEASES OF THE HORSE (Continued).

DISTEMPER.

Also called "strangles." This is a contagious, though not severe disease, commonly affecting young horses. It is ushered in with chills, feverishness, sore throat, loss of appetite, and discharge from the nose. The horse becomes dull and weak, and loses strength very rapidly. Neck sore and stiff, sometimes an abscess forms at the neck.

Treatment: Give the animal four to six tablespoonfuls of Gold Coin Cold and Distemper Cure four times a day, and rub the throat freely four times a day with Gold Coin Healing Oil. If the lungs seem to be affected also, give 2 to 4 tablespoonfuls "Gold Coin Cough and Lung Cure," in connection with the "Cold and Distemper Cure." Always look for lung trouble in the beginning of distemper. If the bowels become constipated, use injections. Feed bran mashes, boiled oats, grass or anything it will eat. Don't give cold water to drink. Keep the animal warm. Be sure to do this, as more cold will make it worse. Don't work him. Give Gold Medal Condition Powders with his regular feed. (Directions for treatment on every package.) It strengthens the system and enables the horse to pass through the disease without danger. It will also shorten the attack considerably. As soon as the horse is well it pays to use Gold Coin Horse Tonic regularly, because we guarantee that it not only will prevent disease but it will save 15 to 25 per cent of the feed. If you have never used it write to us.

ACUTE CATARRH.

Catarrh causes a discharge from the horse's or colt's nose. The discharge is usually thin and milky. Put the animal on two measurefuls of Gold Medal Condition Powders twice a day at first and after a week three times a day. It will cure the disease. When the horse is well begin the regular use of Gold Coin Horse Tonic. It will not only keep the horse well but it saves grain.

PINK EYE, EPIZOOTIC.

Severe cold in the head, pinkeye, epizootic, and influenza are terms used by stockmen which are all about the same and are curable under the following treatment. Properly speaking influenza is epidemic and often effects whole districts.

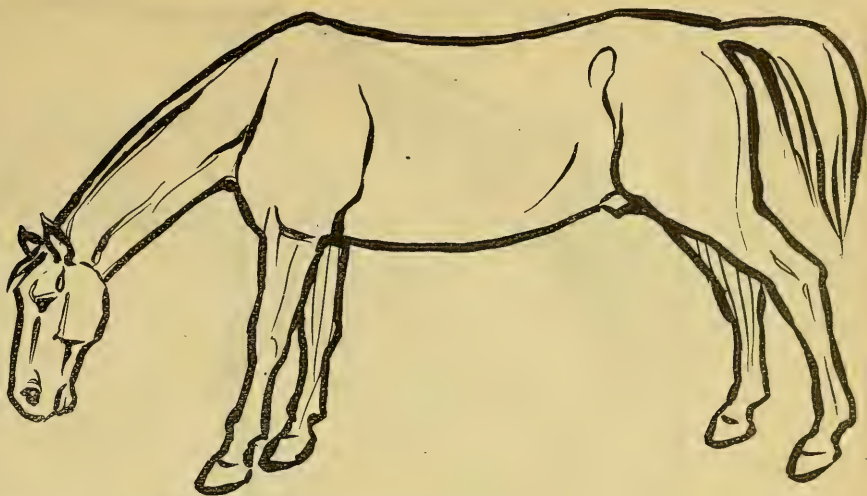
THE SYMPTOMS: It begins with feverishness, chills, general weakness, loss of appetite, discharge from the nose, quick pulse, watery eyes, the eyes turn red, the horse desires to lie down, in case the lungs become affected the tendency then is to stand and the animal fails very rapidly.

TREATMENT: If very feverish give fluid extract of belladonna and tincture of aconite root each one ounce mixed in a pint of water; shake well and give a tablespoonful every hour until fever subsides. Keep the animal warm with blankets and in a warm stall where there are no draughts. Apply Gold Coin Healing Oil freely to the throat outside, and all along the neck and between the forelegs twice a day. If it appears that the lungs are affected also rub it over the chest, back of the forelegs, very freely, and give Gold Coin Lung and Cough Cure three times a day, until the lung symptoms disappear. Give plenty of cold water to drink and anything the horse will eat. Continue the use of the "Lung and Cough Cure," until the horse is all well. Because as well as curing the cold it also tones up the system and helps to restore the animal to health. It is a good tonic for general purposes. A large measure of Gold Medal Condition Powder should be mixed in every feed given the horse, and let him eat as often as he likes. Tempt his appetite with anything he will eat.

CHRONIC CATARRH—GLEET.

Nasal Gleet usually requires a veterinary surgeon, as the disease involves the sinuses of head. Gold Medal Condition Powders will improve the constitution and help to quicken the cure.

Pneumonia is a serious disease. It kills many horses every year. Therefore give it prompt attention. See below.



Early Symptoms of Pneumonia.

DISEASES OF THE HORSE—Continued.

PNEUMONIA.

If a cold is neglected or the horse has had too severe exposure or is badly run down otherwise, it is liable to run into pneumonia. In pneumonia the horse has a severe chill and shivers hard. A sweat in the barn at this stage with warm blanketing afterwards, and a large dose of Gold Medal Condition Powder, may break this up. If not the symptoms progress. Appetite is almost entirely lost, more or less high fever comes on; the horse stands with head down, legs spread and breathes with difficulty; the legs and ears are cold and the whole appearance is that of a very sick horse (notice above picture). Put him in a warm stable, but let in enough air for good ventilation without any draft on the horse; blanket him, and if his fever is very high get the following at the drug store:

Tincture of Aconite Root; oz. I.
Fluid Extract of Belladonna; oz. II.
Water to make oz. XVI.

Mix and give tablespoonful every two hours till the fever is reduced.

But whether you find the horse feverish enough to give the above or not, start in at once you discover the sickness to give Gold Coin Cough and Lung Syrup, one-half a pint, and four times a day, about three hours apart, continue giving it in four to six tablespoonful doses till the symptoms are all better and then give only two tablespoonfuls three times a day and continue till the patient has entirely recovered. For external treatment, begin right after the first dose of Gold Coin Cough and Lung Syrup and rub the sides and body of the horse back of the shoulders and forelegs with Gold Coin Healing Oil, for fifteen minutes, rubbing it thoroughly. Do not bind the blanket on too tightly afterwards over where the oil is rubbed on, for the oil is very penetrating and if bandaged or bound on too tightly, it might blister the skin. After this first application apply the Healing Oil once a day, but do not rub in.

Let the horse have all the water he wants to drink, not too cold, but cool, and feed lightly on grain with a tablespoonful of Gold Medal Con-

dition Powders. It helps the digestion and supports the strength of the horse. It will greatly aid in shortening and keeping the attack milder. After the horse is well begin the regular feeding of Gold Coin Horse Tonic, to make the horse strong again.

STOCKING.

This trouble shows itself in the form of a swelling below the hock and knee. It is usually due to standing. Rub thoroughly with Gold Coin Resolvent and bandage tightly.

ROARING.

Or Laryngitis, is an inflammation of the throat. Give Gold Coin Cough and Lung Cure four times a day and apply Gold Coin Healing Oil very freely to the outside of the throat, but do not bandage it. Chronic Roaring is almost incurable. The above treatment will cure acute Roaring in a few days. Then begin the regular use of Gold Coin Horse Tonic to strengthen the lungs and internal organs. It makes the entire animal stronger, and saves grain.

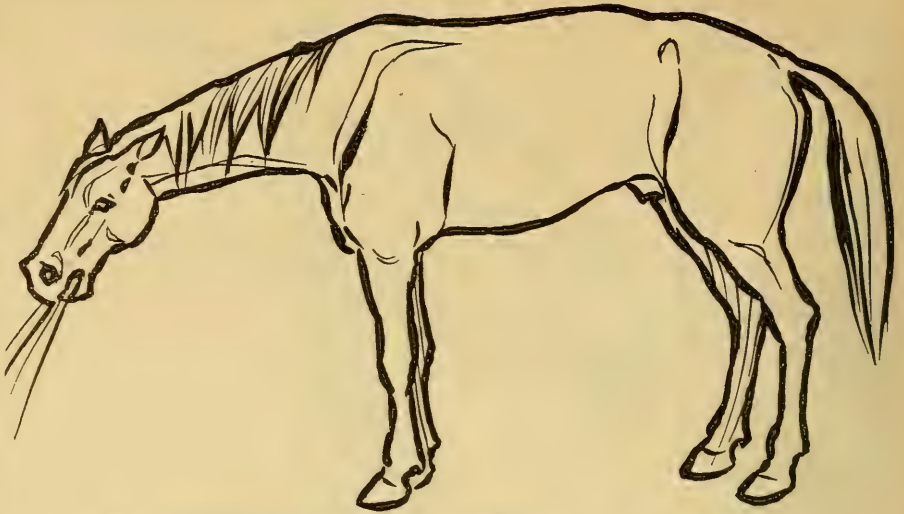
CALK INJURIES.

Caused by the calk of the shoe injuring the coronet on the other feet. Clean the wounds with warm water twice a day and apply Gold Coin Healing Oil. Use Gold Coin Foot Remedy once a day for the hoof inside and outside.

STONE INJURIES.

It often happens that lameness or inflammation of the foot will come from stepping on a small stone or gravel. Sometimes when neglected the gravel will work up through the foot, causing a sore on the top. Clean the hoof, pare out the hole, remove the gravel and wash thoroughly by syringing it out with warm water. And then syringe Gold Coin Foot Remedy into the injury twice a day. Keep up this treatment until cured. Gold Coin Horse Tonic should be fed to all horses. It saves oats. It pays for itself quickly by the gain in appearance.

Use
Gold Coin
Heave Cure,
it is the
BEST
treatment
in the world.
Try it
on our
Guarantee.



Horse disabled with severe case of Heaves.

DISEASES OF THE HORSE (Continued).

HEAVES.

Heaves result when horses are overworked or worked too long hours when overtired or in a run-down condition. Any horse can be given the heaves by driving him too fast when his stomach is full just after feeding. Gold Coin Heave Cure will relieve and cure all but the very worst cases. It is the best and cheapest heave cure. It is a recent discovery and is curing cases which all other remedies have failed to touch. A horse with heaves treated by Gold Coin Heave Cure and fed on Gold Coin Horse Tonic will soon be as good as ever and command a good price after any kind of a test. When heaves are due to heart disease nothing can cure them. Gold Coin Horse Tonic does more to prevent heaves than any other remedy. It digests the food and keeps the lungs and nerves strong. The horses eat less oats and get more good from them. It saves 15 to 25 per cent of feed. Some horsemen say it saves 50 per cent. We guarantee it. Write to us and test it. Full directions for treatment of Heaves given on every package of Heave Powder.

CANKER.

Cut away the unhealthy parts and use Gold Coin Foot Remedy on the inside and outside of the foot. In canker it is the soft part of the foot that is affected, it becomes enlarged and spongy. Gold Coin Foot Remedy prevents these diseases. Regular use of it keeps horses' hoofs in a healthy growing condition, and canker and similar diseases cannot arise.

HOW IT SAVES OATS.

Gold Coin Horse Tonic is a food as well as a medicine. Horses eat less and get more good out of what they eat. It keeps the constitution in perfect condition, and it prevents diseases. No man is feeding scientifically who does not use Gold Coin Horse Tonic. It is guaranteed to save 15 to 25 per cent of feed. Write to us and test it on our Spot Cash Guarantee.

GALLS AND SORES.

Different horses have different kinds of skins just as people do. Some are thin and delicate, some coarse and tough, others inclined to pimples and boils and various kinds of sores. The thin skinned horse chafes easily, particularly if not in perfect condition. Ill fitting collars will cause a gall on such a horse almost certainly. Some horses gall every summer even if pains is taken to prevent it. Always have a box of Gold Coin Gall Cure on hand and apply it the instant you discover a gall on your horse. It is a sure, quick cure and we guarantee it to do as we say. Make your collars and harness fit well and set easy and keep them well washed of sweat, use good sweat pads. Treated with Gold Coin Gall Cure, chafed and galled horses will get well quickly even while kept at work. Horses that gall easily will frequently get entirely over it when given Gold Coin Horse Tonic regularly. It strengthens the whole system, toughens the skin and makes the muscles more solid. Besides preventing diseases it saves oats. We guarantee it to be a money-saver.

CATARRH.

They shiver at first with a slight chill, become dull and listless in action, and have a slight fever and loss of appetite. A thin mucous discharge comes from the nostrils. Do not neglect your horse now. Give him at once Gold Coin Cough and Lung Syrup, blanket him warmly, and let him rest in the stable. The syrup is very easy to give because horses like it, and unless the horse has something more serious than a simple cold, the above treatment is all he needs to cure him in 24 to 48 hours. Give him a tablespoonful of Gold Medal Condition Powder until cured. Then begin to feed three times a day regularly on Gold Coin Horse Tonic. It keeps their constitution strong and they will not take colds and Catarrh so easily.

Clipped horses always ought to be fed Gold Coin Horse Tonic to ward off rheumatism and pneumonia.

**No Horse
need
die of Colic!**

**"Gold
Coin Colic
Cure"
cures Colic
in five
minutes.
Try it.**



"Down and Out" with Colic.

DISEASES OF THE HORSE—(Continued.)

WIND OR GAS COLIC.

Almost anybody knows colic when they see it. The first thing to think of is the treatment. Gold Coin Colic Cure is absolutely guaranteed to cure wind or gas colic in five to ten minutes, your money refunded if it ever fails. Wind, gas, or flatulent colic, all of which mean the same thing, is really an acute case of indigestion, in which the act of digestion has been stopped. Gas forms from the fermentation of the food, causing the horse to bloat and putting him in great pain and agony. If severe it may kill the animal in thirty minutes. It is commonly caused by hard working or driving after a hearty meal, especially if much corn has been fed. Gold Coin Colic Cure is put up in long necked bottles ready for instant use the minute you pull the cork. Don't wait until your horse has the colic before buying. Buy a bottle and have it on hand all the time. So that the moment any of your horses get colic you will have the remedy on hand. Because your horse may die while you are sending to town for an effective remedy. Try a bottle of it. If it ever fails it costs you nothing. Use it in time. Our guarantee is on the label of every bottle. It cures gas colic, spasmodic colic, flatulent colic, acute indigestion, grain founder, bloat, stoppage of water.

SCALDS, BURNS, BRUISES.

Gold Coin Healing Oil is the proper remedy for all such wounds. It cures quickly, relieves all pain and soreness and prevents outside infection.

HIDE BOUND.

This condition is usually due to a run down constitution. Usually no specific medicine is necessary. Give the animal regular exercise, keep him in a dry clean stable and give him two large feeds of Gold Coin Horse Tonic, and two tablespoonfuls of Gold Medal Condition Powder mixed together with his wet oats three times a day and you will always effect a cure in a short time. It will put him in fine condition. As soon as he is up to the proper standard of health feed him one measureful of "Horse Tonic" twice a day as directed for healthy horses and he will stay fine on less oats.

SPASMODIC COLIC.

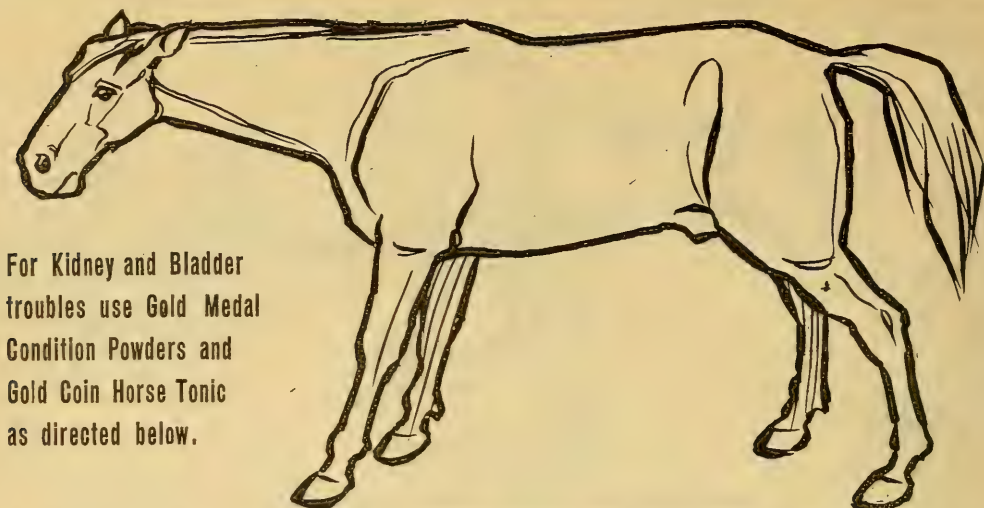
Colic needs prompt attention. The symptoms are severe pains in the belly, letting up at times but beginning again. Often the abdomen bloats. Don't wait for it to get any worse. Begin the prompt use of Gold Coin Colic Cure at once. Because colic may kill your horse in a few hours. Colic is usually caused by drinking very cold water too soon when warm. Sometimes it comes from eating or drinking too fast. We guarantee Gold Coin Colic Cure to cure colic in five to ten minutes. If you feed your horses Gold Coin Horse Tonic they will not get colic. It promotes digestion. It saves oats and is guaranteed to save you money. The horse eats less but gets more good out of his feed.

COUGH.

Inflammation of the membranes of the bronchial tubes and lungs. In chronic cough the horse has spells of coughing. Don't neglect such a cough. It injures the value of the horse. Give four tablespoons of Gold Coin Cough and Lung Cure four times a day until cured, and give the horse Gold Coin Horse Tonic regularly for a time to tone up the whole system and get the horse in good condition and strong constitution.

MANGE—RINGWORM.

These diseases are due to a microscopic acarus, or parasite. These parasites dig under the skin and cause scabs to form which later causes the hair to fall out, there is intense itching. The animal is constantly trying to rub itself. Be careful not to get any of these parasites on yourself because they will cause ringworm and if they get into your scalp will sometimes be very annoying and difficult to cure. Gold Coin Germ Killer is sure death to these parasites. Mix it according to the direction on the can and wash the affected part of the horse. If necessary wash the horse all over. It is very easy to use and is a sure cure. This disease usually begins on the neck or shoulders but it may cover the entire body. Always feed Gold Coin Horse Tonic to purify the blood and strengthen the constitution. It will save feed and your horse gets more good out of his feed.



For Kidney and Bladder troubles use Gold Medal Condition Powders and Gold Coin Horse Tonic as directed below.

Symptoms of Kidney and Bladder Trouble.

KIDNEY AND BLADDER TROUBLE.

In inflammation of the bladder and kidneys, the animal has colicky pains, painful and frequent urination (passing of water), looks around at his flanks, later profuse sweating, and pain over kidneys, quick pulse, fever, and the horse takes an attitude similar to that shown in the above picture. There is extreme pain or pressure over the loins, and a straddling of the hind legs when walked. It is commonly caused by the giving of strong drugs as Rosin, Saltpetre, Turpentine, Croton Oil, etc.

TREATMENT.—Keep the horse in a warm stable, well blanketed and wrap woolen cloths around loins. Give at once:

Gold Medal Condition Powder, one tablespoonful.
Powdered aloes, ... three teaspoonfuls.
Calomel, ... one teaspoonful.
Mix and give in one dose in a ball.

Give no violent or irritating diuretics as Saltpetre, Rosin, Cantharides, etc. Give injections of tepid water into bowels. And give:

Extract Belladonna, ... half teaspoonful.
Sweet Spirits of Nitre, one oz. (two tablespoonfuls).
Give in a drench with a quart of cold linseed tea.

If the horse does not improve rapidly under the above treatment call a veterinary, as this is a somewhat rare disease and hard to understand by those who are not physicians. It often proves fatal.

NAVICULAR TROUBLE (LAMENESS).

THE SYMPTOMS. There is a slight lameness when you first take the animal out of the barn, but which disappears after the animal travels a while.

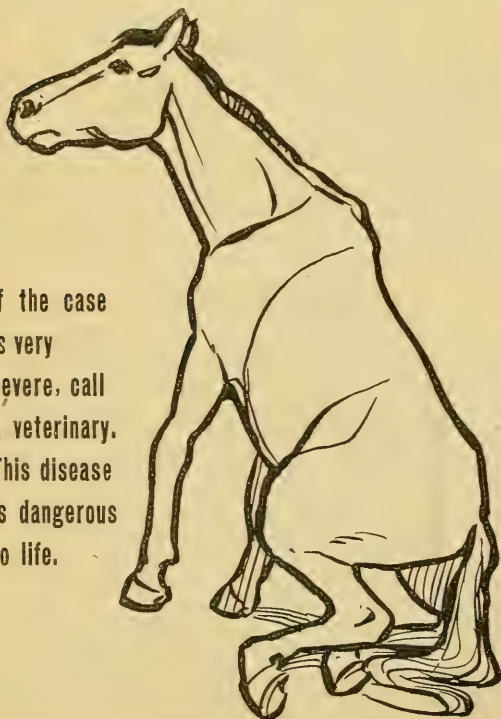
Navicular disease is very likely to be the trouble whenever there is an obscure lameness in either of the front feet. It may be caused by a sprain; by a bruise on the frog; by stepping on a stone; by contraction of the hoofs; by improper shoeing; by cutting away the frog so much that it does not touch the ground and other injuries.

TREATMENT.—Use Gold Coin Healing Oil twice a day from the knee down, but do not bandage afterwards. Wash the foot in hot water thoroughly, wipe dry and apply Gold Coin Foot Remedy freely all over the hoof inside and outside four times a day. Do not work the horse until all lameness disappears. Turn him out to grass after four days of above treatment. Attend to the resetting of his shoe every four weeks. Begin the above treatment at the very earliest stage of the disease and you will nearly always effect a cure. Very bad cases give a great deal of trouble.

GOLD COIN HORSE TONIC

Costs Only 5 Feeds for a Cent.

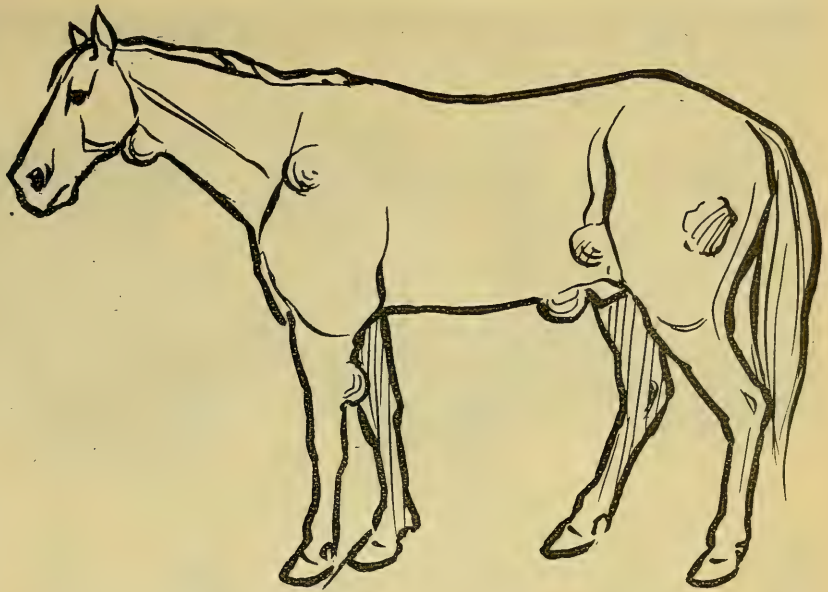
And keeps work horses in working condition.



If the case is very severe, call a veterinary. This disease is dangerous to life.

Severe Kidney Trouble—Paralysis.

When your horse gets Blood Poison call a Veterinary, and with good care he may be cured. It's a dangerous disease.



Signs and Symptoms of Blood Poison.

GLANDERS AND FARCY.

These diseases are contagious, constitutional diseases due to a special bacterium. The poison generated by the bacteria is absorbed and carried all over the body. When this disease attacks the lungs, lymphatic glands and nose, it is called the glanders; and called farcy when it is confined to the legs. The same bacteria causes both diseases, the difference of symptoms being due to the difference of location. Symptoms are as follows in glanders: Fever with quickened pulse; weeping eyes; discharging nose, first thin and watery, changing to yellow and smelling very bad; lining of nostrils purple; hair gummed together where discharge strikes it, and discharge sinks in water; glands swell under the jaw and form and break on partition of nose, making ulcers which spread, unite and eat away the lining; there is coughing and sneezing, poor appetite and loss of weight. Farcy symptoms are: Swelling on legs along long way lymphatic ducts which break out in ulcers, discharge a foul smelling matter, crust over and dry up and gradually spread till legs, body and neck are a mass of running or scabby ulcers. The instant a horse shows signs of glanders or farcy, isolate him in a pen by himself, or warm shed in winter, and send for a veterinary surgeon. The instant you know for sure the horse has either disease, shoot him and burn the carcass with the shed or pen he was in. Not only will the virus infect your other horses, but may attack people as well any time inside of a year or eighteen months, so virulent is the poison. There is no other treatment safe or of the least value besides instant death and total destruction by fire.

Why not have your horses look as well and be as valuable as any one's?

GOLD COIN HORSE TONIC

The World's Greatest Horse Food.
Keeps the kidneys and bladder healthy.

GOLD COIN HORSE TONIC

The Farmer's Friend.
Saves corn, oats and fodder.

WORMS.

There are many different kinds of worms that give trouble to horses. Some of them grow to a length of four feet and more, others are very small. They enter the stomach and are often quite dangerous.

Symptoms of Worms: Like in "bots," the horse becomes "pot-bellied." The hair becomes dry and rough, and the appetite ravenous. The horse will gnaw at the manger and rub its upper lip against the wall or posts.

Treatment: Never neglect the horse in this condition. There is no need for any horse to suffer from worms one day because we absolutely guarantee Gold Coin Worm Powder to expel worms of all kinds quickly and safely, and it also contains ingredients that will tone up the stomach and cure the disturbance which allowed the formation of worms in the stomach. It is a safe and positive cure and we cheerfully refund the money in any case if it ever fails. Write to us. Full directions for treatment given on every package.

BOTS.

As every one knows, all horses that run to pasture have bots in their stomach, but they are not dangerous unless they accumulate in large quantities. They are caused by the gad fly depositing its eggs among the hair on the forelegs of the horse. The itching causes the horse to bite at the spot, thus the eggs get into his mouth where the heat and moisture hatches them and they pass down into the stomach where, with two little hooks, they attach themselves to the walls of the stomach and often hang there for months. Horses seriously affected with bots become "pot-bellied," their coat of hair becomes rough and they lose flesh. Give them a good dose of Gold Coin Worm Powder. It expels all bots and worms, corrects the digestion and puts the stomach in a healthy condition. Use Gold Coin Worm Powder for worms in any of your animals. It is perfectly safe and a sure cure. Gold Coin Horse Tonic fed regularly prevents worms. Use it regularly, it also saves you 15 to 25 per cent of feed. We guarantee paying results. If you have never used it, write to us.

HOW TO TELL A HORSE'S AGE BY THE TEETH.



A Nippers. B Dividers. C Corners.



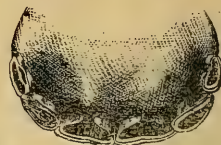
Colt, 1 mo. old.



4 to 60 days old.



6th to 10th mo.



2½ to 3½ yrs. old.



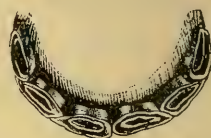
3½ to 4 yrs. old.



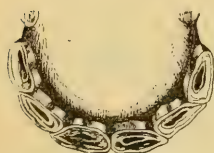
Horse, 5 yrs. old.



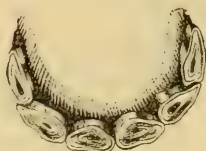
Horse, 6 yrs. old.



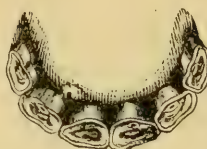
Horse, 7 yrs. old.



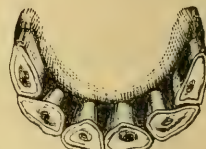
Horse, 8 yrs. old.



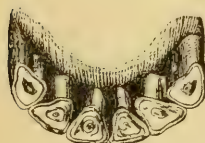
Horse, 9 yrs. old.



Horse, 12 yrs. old.



Horse, 14 yrs. old.



Horse, 16 yrs. old.



Horse, 18 yrs. old.



Horse, 22 yrs. old.



Defective jaw in old horse; long teeth.

DISEASES OF THE HORSE (Continued).

PLEURISY.

Pleurisy seldom exists alone. It accompanies pneumonia usually, though the symptoms are nearly all milder, the breathing is apt to be more labored. Pleurisy is inflammation of the membrane covering the lung. Give the same treatment as for pneumonia. Your horse fed on Gold Coin Horse Tonic regularly there is little chance that any horse will develop pleurisy or pneumonia except from extreme carelessness or neglect. It saves money by saving oats. If it doesn't make you 15 to 25 per cent gains it will cost you nothing. Write to us.

HORSES THAT SHY.

Shying horses can always be cured, provided that they are not nearsighted. Never show nervousness on your own part or whip the horse after shying, on the contrary, show him what he shyed at will not injure him. If you whip or jerk him when he shys he will soon come to fear that every time he shys he will be whipped and this will make him doubly scared. Handle him with common sense and teach him to overcome his fears. Never jerk or whip any horse whether they have a right to be scared or not, for if he once comes to believe that he will be whipped every time he shys he will soon be almost unmanageable.

STRING HALT.

There is usually no use trying to cure this affliction as it is a nervous disease. The best results will be obtained by giving the legs from the hip down a thorough rubbing twice a day with Gold Coin Resolvent and keeping the hoof and frog well painted with Gold Coin Foot Remedy to keep it from getting diseased by the excessive pounding. Gold Coin Horse Tonic acts on the nervous system and greatly benefits these horses so it can hardly be noticed.

THE CHEAPEST INSURANCE ON YOUR LIVESTOCK.

A man pays a certain amount per thousand dollars for fire insurance on his house every year. The house don't burn but he pays for protection. The cheapest and best protection you can get on your livestock is Gold Coin Stock Foods. It is guaranteed to prevent disease, and besides saves 15 to 25 per cent of your feed. Some farmers claim it saves them 50 per cent, and more, clear profits. It is a money-maker. We guarantee it to bring paying results or refund the price paid. We know from experience that it saves more than 15 to 25 per cent, therefore guarantee it. If you have never used it, write to us. Test it on our guarantee.



HOW CHICKENS ARE KILLED AND CLEANED AT THE UNION STOCK YARDS, CHICAGO, U. S. A.

BIG MONEY IN POULTRY.

Over \$500,000,000 Worth of Poultry Consumed in the U. S. Yearly.

Government statistics show that the yearly egg produce is \$300,000,000 and the poultry meat is over \$200,000,000 making poultry produce over \$500,000,000 annually. This is more than the value of the wheat crop or oats, corn and hay combined, and yet we have to import poultry produce from Europe to supply the demand. Poultry raisers and farmers, you should consider this. Notice the profits, in poultry over wheat:

Wheat doesn't always clear \$5.00 an acre after you take out the cost of harvesting, etc. Corn, oats, and hay are not much better. But grant that in a successful year your wheat netted clear profit \$5.00 per acre, the difference in favor of your acre of hens at almost their worst would be \$495.

Five hundred hens can be kept on an acre of land. Each hen will produce \$1.00 to \$2.00 a year, that is \$500 to \$1,000 and if managed successfully should easily net \$500 clear profits, a difference of \$495 in favor of hens. I know of poultry raisers whose hens produce an average of \$3 a year.

The poultry business is now just coming under the same conditions which revolutionized the meat industry in the last 25 years. Cold storage and refrigerator transportations are opening possibilities in poultry production and distribution that will tremendously increase the importance of the industry in the next ten years. Under old conditions poultry consumed in any section of the country was of local production because chickens could not stand long shipments in the living state, with refrigeration will come a change, both in production and distribution. Production instead of being confined to localities in ready touch with markets, will concentrate in the districts where poultry can be produced most cheaply. In other words the center of production as in the case of beef, will be near the grain fields and especially in the corn belt. In the past chickens have either been shipped alive to market centers, to be killed just before being offered to the consumers, or killed on the farm and shipped to the commission man for immediate disposition. From an economic standpoint either method is wasteful. The by-products in the shape of feathers and internal organs are practically wasted.

Chicken slaughter on a large scale is already practiced at Western points like Chicago, Omaha and Kansas City, where Armour and Swift and

other great meat packers are engaging in the business with their wealth of money, experience, and facilities for distribution. On the scale on which these operations are conducted, the chances of economy in utilizing of by-products are so great that these operators can offer prices for chickens which cannot be met by local buyers and commission shippers. These big packing concerns have regular routes over which chicken cars are run at stated intervals, gathering up fowls from local buyers. The Slaughter is continuous without regard to immediate market demand, the surplus being stored in refrigeration to be drawn against at those seasons when the supply of live fowls is small. This tends to equalize conditions throughout the whole year.

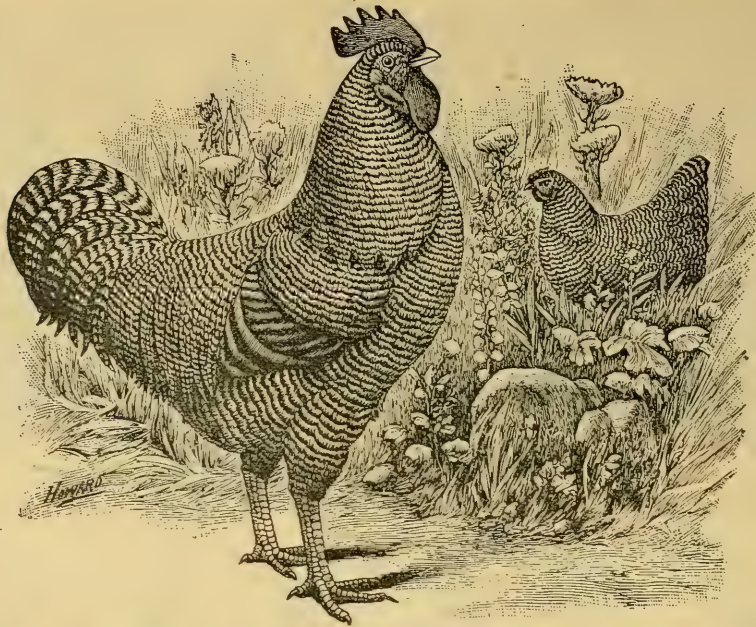
This new branch of the packing industry will furnish, as in the case of cattle a steady market for all grades of poultry in any quantity and at all times, and the result will be that poultry raising will bring more profits to the small raiser as well as the large raiser if they practice economy in feeding.

It has come to this point, nowadays, that the poultry raiser, who does not use some reliable poultry food in feeding his chickens, turkeys, ducks and geese, during the winter and spring months at least, cannot compete with his neighbor that does. Grain, seeds, bran, etc., cost money, and if you can double the feeding value of these feeds, by using a small quantity of poultry food to mix with the feeding rations it will pay you to investigate the matter and try it.

Gold Coin Poultry Food has the endorsement of many of the largest poulters in the East and West.

It was reported during the month of January, 1903, that over 1,000,000 pounds of dressed poultry was in cold storage in the city of Indianapolis, Ind., waiting the spring trade. Half the amount was held by New York dealers. Turkeys composed about one-half the supply and the speculators who had them in storage expected to get an average of 30 cents a pound for them next March. This immense stock was bought up chiefly from the local poultry raisers.

The following pages are devoted to money making in Poultry, and will be valuable to any Poultry raiser. All the pictures are selected, by permission, from the U. S. Agriculture Dept., to illustrate the various breeds, etc.



BARRED PLYMOUTH ROCKS.

THE PLYMOUTH ROCK.

Here is a breed that will bring you money. The purer the breed the better. They are the best breed for the farmer. Notice these points: Feed them regularly on Gold Coin Poultry Food, one measureful to every 15 fowls, so as to keep their egg-laying machinery in active condition, and they make fine layers, setters and mothers. They commence to lay at 5 to 6 months of age. Feed the little chicks on Gold Coin Poultry Food (one measureful to every 30) and in 7 to 8 weeks, they make fine plump 2-lb. broilers, and if hatched early, bring enormous profits. Weight at full growth, 8 to 12 lbs. See an article on "How to raise Broilers," page 131, in another part of this book. It tells you how to feed scientifically.

THE BLACK SPANISH FOWLS.

If you have Black Spanish fowls, try feeding them on Gold Coin Poultry Food. It will make excellent layers of them. The hens often lay 200 eggs, each, a year. They make poor mothers and setters. They need generous feeding and need to be well protected in damp and cold weather.

MONEY IN EGGS.

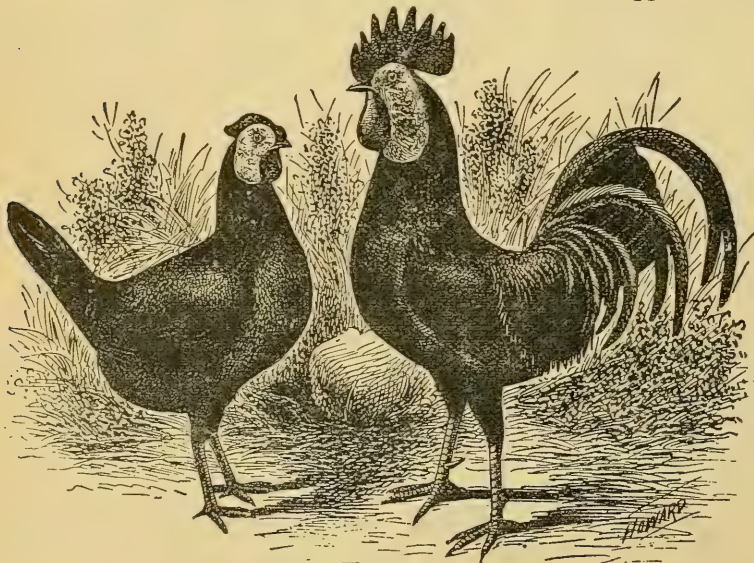
Chemical science has discovered the ingredients of eggs, the yolk, white and shell (all of which ingredients are combined in our Special Poultry Food). Given a hen in a healthy condition and put into her the ingredients that go to form eggs and she has got to lay. This is scientific feeding, and is accomplished by feeding Gold Coin Special Poultry Food according to the directions given for "Feeding for Eggs" described in this book.

\$5,000 CASH GUARANTEE.

We offer \$5,000 to any one who can prove that Gold Coin Poultry Food contains anything that is injurious. It contains the elements made by nature which stimulate and create flesh and eggs.

Gold Coin Poultry Food, 25c package contains 1,500 feeds for one hen, or 100 feeds for 15 hens.

Gold Coin Poultry Food is sold on a positive guarantee to be a money saver or money refunded.



BLACK SPANISH FOWLS.

FINE BROILERS FOR THE MARKET BRING BIG PROFITS.

GOLD COIN POULTRY FOOD

Makes the flesh of the birds plump, firm and of fine color; when dressed and hung out for sale, they attract the attention of the buyers by their healthy, sweet and tender looking meat. Compared with the dull, colorless meat and thin flabby carcasses of the other birds raised in a careless way, it is no wonder that "Gold Coin fed broilers" command the best prices and are most easily sold. This great Poultry Food also gives the flesh a finer flavor and texture—tender and juicy, and there is more of it on broilers that have been raised on this Food. If you are raising broilers for your own use, test Gold Coin Special Poultry Food and note the great difference in the taste. On the same policy, if you are raising broilers for the early market or for high prices, give your customers fine, healthy birds, and they will want more—which puts more money in your pocket.

SCIENTIFIC FEEDING MAKES YOUR HENS LAY.

Gold Coin Poultry Food stimulates and increases the formation of eggs. It puts hens in condition and makes them lay MORE eggs—and KEEPS them laying. Get a package (25c package 1,500 feeds for one hen) and begin using it at once. The expense of feeding is almost nothing and it will often more than double the number of eggs. Only one extra egg in two months will get you the entire feeding free. It will pay you to test Gold Coin Poultry Food on your chickens—it often triples the production of eggs. It is the greatest egg producer in the world and is sold on a positive guarantee to make you extra money. If you have never used Gold Coin Poultry Food write us at once and test it at our expense if it fails to bring you paying results.

VERY LARGE PROFITS.

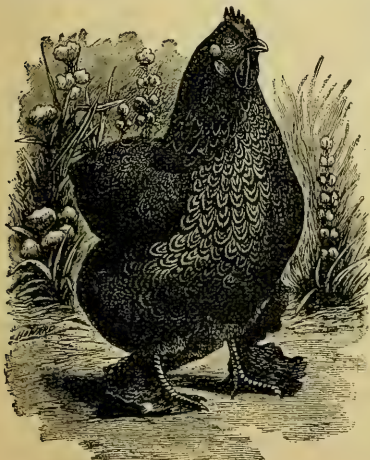
A well managed flock of hens will pay 150 to 200 per cent on the investment each year, and they will require almost no care if Gold Coin Poultry Food is used regularly. It keeps them well—keeps their digestion active, heart and bowels in condition. Poulterers have reported a saving of as high as 50 to 60 per cent in profits by its regular use.

Gold Coin Poultry Food is sold on a positive guarantee to be a money saver.

Try it on our guarantee. It will surely bring you extra profits.

GOLD COIN POULTRY FOOD

Is a guaranteed food. And your money is refunded if it ever fails.



PARTRIDGE COCHIN.



BUFF COCHIN, SHOWING FULL FEATHERING.

HOW YOU CAN MAKE 50 PER CENT DISCOUNT.

To those who have never used Gold Coin Poultry Food we offer a 25-cent box of Gold Coin Gall Cure with every 50-cent box of Gold Coin Poultry Food. This Healing Salve is worth its weight in gold, both as a household and veterinary remedy. It cures cuts, ulcers, wounds, etc., on man or beast. We want everybody to learn the value of this great HEALER is the reason we are giving it out as a premium free.

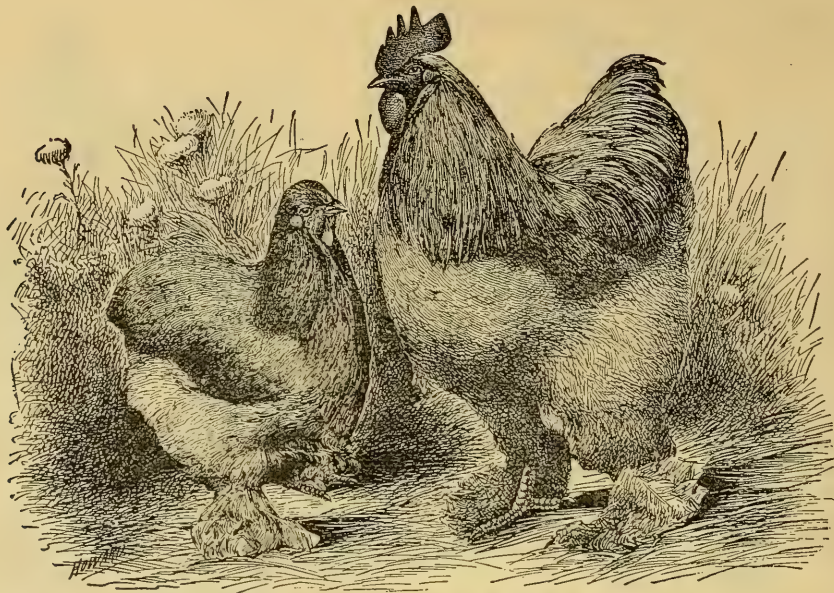
\$1,000.00 OFFER.

We understand that many cheap concerns play all kinds of tricks upon the public—such lying firms can not live long. But there never was a refund for the full amount refused or put off in any way by the Gold Coin Stockfood Co. We offer \$1,000.00 if we have ever refused to refund to any justly dissatisfied customer. We want you to understand that we are doing business only on the Most Honest and Reliable Business principles. Our Cash Guarantee is printed on every label. It is the fairest offer in the world. Don't accept cheap imitations which some dealers may try to palm off onto you. Insist on having only the Genuine Gold Coin preparations. Always refuse substitutes, which the dealers say are "just as good," for they are usually cheap, worthless preparations and give the dealers a little more profit, but make you lose good money. Remember that "Gold Coin Foods" are sold on a positive Cash Guarantee, and they cost you nothing if they ever fail.

GOLD COIN STOCK FOOD CO.,

Union Stock Yards,

Chicago, U. S. A.



THE BUFF COCHIN FOWLS.

This is a very large fowl. If fed properly, they reach an average weight of 10 to 15 lbs. There is no fowl which demands the use of Gold Coin Poultry Food as much as the Cochin. It is so large and fattens so quickly that it is subject to plethoric disturbances, such as Brain Congestion, Apoplexy, etc. Gold Coin Poultry Food keeps the bowels regular, the blood cool, cures the Congestion and makes the fowl strong and healthy. Cochins are the largest of the barn-yard chickens, and are very, very profitable when fed on

Gold Coin Poultry Food to increase laying. They are sturdy, easy to raise, rapidly developed, and quickly fattened. Like the Brahmas, they are **GOOD WINTER LAYERS**, good setters and mothers. The chicks grow so rapidly that they are always a source of great profit to poulterers. Poulterers are reporting from almost all parts of the country that the use of Gold Coin Poultry Food makes them from 15 to 25 per cent—some say even 50 per cent—more profit from their poultry raising than before.

FEEDING FOR EGGS.

Feeding is an important subject to poultry raisers. All who make any pretense of keeping pace with the advance of science learns and reads of something new almost every day in the diet of poultry and cattle as well as people. In this day and age, with everybody striving to be in the lead one must use extraordinary measures to keep even with his intelligent neighbors. You must know just what and how to feed to make hens lay—or to make them fat—or to make them strong and vigorous (for breeders).

But this little article is on feeding for eggs. "Feeding" for eggs is more important in winter than in summer, because all the eggs a hen lays must be formed from the food taken in. To stimulate and increase the formation of eggs the hen must be assisted by feeding the ingredients that go to the formation of the shells, the yolks, and the whites of eggs. Chemical science has discovered these ingredients, all of which are combined in our Special Poultry Food.

Given a hen in a healthy condition, whether she is a regular layer or not, and put into her the ingredients that go to form eggs, and she has got to lay, just the same as the boiler of an engine in good condition with a given amount of water in it is bound to make steam if fire is placed under it. Just the same with poultry raising. You can make them lay or fatten them at will.

HOW TO FEED FOR EGGS: Corn, wheat, oats, barley and millet seed wet up and mixed with a given quantity (one measure for each 15 hens) of Gold Coin Special Poultry Food and fed regularly three times a day will absolutely **MAKE** your hens lay—every one of them will lay, and they should lay every day, during their period. Gold Coin Poultry Food if fed regularly is an ideal food for laying hens. Grain food should be well scattered so as to make the chickens scratch for it, which tends to prevent too rapid eating or engorgement, and discourages laziness. Laying hens should not be lazy, and they should not be fat, they must be hard workers.

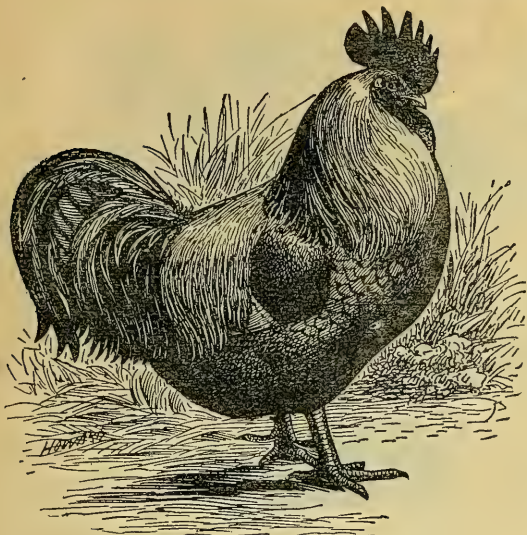
The beauty of the above mixed grain is, that the grain and seeds go to make blood and tissue and the Gold Coin Poultry Food contains the ingredients that turn every ounce of it into flesh and eggs.

Gold Coin Poultry Food is guaranteed to be the cheapest because it goes the farthest. 1,500 feeds for 25c or 3,500 for 50c.

A package of Gold Coin Poultry Food pays for itself in actual saving in two weeks time for each 15 hens. Your actual profits from it are increased many times. Remember, it is sold on a guarantee to do this or price refunded if it fails.

The great egg producer of the age—Gold Coin Poultry Food. Sold on a guarantee.

Use an egg layer that is guaranteed. Don't waste your money. Gold Coin Poultry Food turns feed into golden eggs.



THE DORKING.

Average weight 8 to 9 lbs. Good shaped birds. Fed on Gold Coin Poultry Food they are good layers and long-lived. The hens are good mothers. Very intelligent. An excellent table fowl.

THE PURITY OF GOLD COIN FOODS. \$5,000.00.

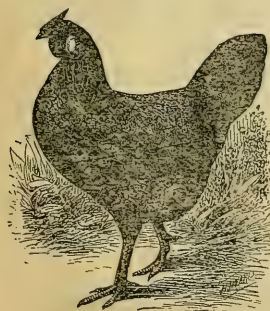
\$5,000 and the cost of chemical analysis will be given to anyone if Gold Coin Fattening Food contains any poisonous or injurious ingredient of any kind. We absolutely guarantee that it contains no Strychnine, Arsenic, Salt Peter, Antimony, Rosin, or Opium. It is absolutely harmless; its ingredients are medical vegetable compounds that increase nutrition, stimulation, appetite, regulates heart action, gives better digestion and assimilation, purifies the blood, keeps the water clear and kidneys strong, the bowels free, the blood cool and in healthy condition, thus toning up the entire animal, so that more nutrition is obtained from the food eaten. It is simply without equal for Horses, Cattle, Sheep, Hogs or Poultry in breeding, growing, fattening, working or milking. Get a package of Gold Coin Food and use it according to directions, and if it doesn't come up to every claim, your money refunded.

We refund your money if it ever fails.

THE HAMBURG FOWLS.

They are good farm fowls. Fed regularly on Gold Coin Poultry Food, they become excellent layers, laying a small

but fine flavored egg. They are non-setters, great roamers, hardy and active. No matter what breed of poultry you have you should cross-breed from time to time. In-and-in breeding is weakening. Gold Coin Poultry Food is made especially for poultry, and does wonders in the way of increasing egg production, and promoting growth of flesh and fat. Try it on your hens.



HAMBURG FOWLS.

EVERYBODY SHOULD RAISE POULTRY—WHY?

Poultry raising is such a VERY, VERY PROFITABLE industry that everybody, even though they have only a small back yard, should go into it to some extent.

And with the excellent facilities for scientific feeding (the key to profit) which the Gold Coin Stockfood Company now offers you, a few spare minutes each day will bring a nice little side income. Every package of Gold Coin Poultry Food contains a little measure, and a special pamphlet giving full and simple instructions for profitable and easy poultry raising. You simply mix a little measureful of the Gold Coin Special Poultry Food in the chicken feed 3 times a day, and you are doing the most scientific feeding that can be attained. It will produce eggs in double the usual quantity, and meat of the most delicate texture and flavor. Gold Coin Special Poultry Food is sold in packages of two sizes. The 25-cent size has 1,500 feeds for one hen, or 100 feeds for 15 hens. Fifty-cent size, 3,500 feeds. It is the great egg and flesh producer, and, best of all, it keeps chickens free from disease.

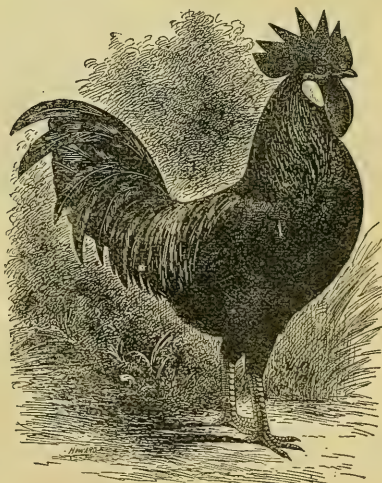
RAISE SPECIAL FOWLS.

50 to 200 per cent Profit in Them.

Turkeys, Geese, Ducks, Pigeons, etc. Feed them on Gold Coin Poultry Food and we guarantee you paying results.

THE DOMINIQUE.

Here is an old-fashioned—but a money-making chicken. We wish to call the attention of the farmer more than poulterer to this excellent breed. As a barn-yard fowl, the pure bred Dominique has no equal. Fed on Gold Coin Poultry Food to keep their egg-producing organs active, they make excellent layers, and are good setters and mothers. Weight 6 to 8 lbs. Flesh is of superior quality for table use. If you have never used Gold Coin Poultry Food, write to us at once, and test it at our expense if it fails to give paying results.



BLACK MINORCA.

HOW TO RAISE BROILERS.

They Are Very Profitable.

We will tell you how to do it right. Plymouth Rocks are the best breed. Begin hatching early. Give good protection to the little chicks. Never let them get wet. Keep them free from lice, as half the little chickens that die are killed by dampness and lice. Before putting them in the coop see that it is well cleaned and disinfected. Use Gold Coin Louse Killer, well dusted under the wings of the mother hen, and disinfect the coop with Gold Coin Germ Killer according to directions on the can, and you will not have a louse about the place. Feed them almost entirely on ground feed, wet up with some warm water, or better still, warm or boiled milk, to which has been added mashed potatoes, turnips or carrots, if convenient. To every 30 or 40 chicks, before two weeks old, give 1 measureful of Gold Coin Poultry Food. After 2 weeks of age, give 2 measurefuls to each 30 or 40. After the third or fourth week, you can give 3, or even 4, measurefuls of the Food to every 30, and in 6 to 8 weeks you will have the most delicious 1½ to 2-pound broilers that you have ever eaten.

Market them early and see what excellent profit they will bring you.

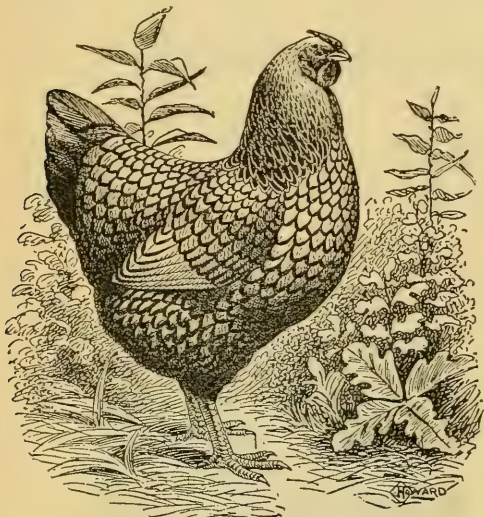
GOLD COIN POULTRY FOOD

Makes Feed Count.

In the poultry business every ounce of grain you feed must be eaten and digested. It is what is digested that makes the eggs and flesh and brings you the profit.

\$5,000 CASH GUARANTEE.

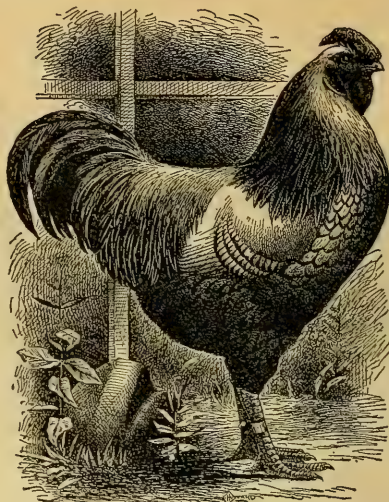
Gold Coin Poultry Food is a medical, vegetable and chemical combination containing the elements made by nature which stimulate and create egg production.



SILVER-LACED WYANDOTTE.

Gold Coin Stockfood Co., the largest food company in America, guarantees their special Poultry Food or will refund money if it fails.

\$3,000,000 is the paid in capital of the Gold Coin Stockfood Co., which backs all their foods. It is the largest company of its kind in the world. Use their goods. They are the cheapest because they go the farthest,



SILVER-LACED WYANDOTTE.

THE WYANDOTTES.

This superior American fowl was obtained by crossing Silver Spangled Hamburg with the Dark Brahma hen. When fed on Gold Coin Poultry Food, to keep them in vigorous health, they make fine layers, setters and mothers. Gold Coin Poultry Food imparts a delicious flavor to their meat, which makes them excellent table fowl.

August and September are the most dangerous months for Chicken Cholera. Always feed Gold Coin Poultry Food twice a day during this season. Remember, it is sold on a guarantee to prevent or cure, or the price will be refunded.

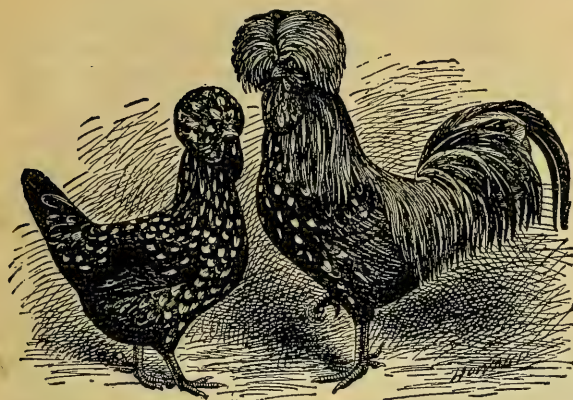
A COW HELPS POULTRY.

If you have chickens, you should have milk. Young chicks MUST have it, older chickens need it. If you will feed your cow Gold Coin Cattle Fattener, which makes her digest all she eats, her milk will be richer in fat (cream). You'll get more butter and the skim milk will be richer to feed your poultry. If you have never used Gold Coin Cattle Fattener, buy a package and test it at our expense. It will make for you in profits 15 to 25 per cent in saving your feed and enriching your milk. It gives your butter a flavor and color that will make you famous in your district. It saves labor by keeping your cows and calves in perfect health. Try it. The largest cattle raisers all over the country endorse it. It is the cheapest stock food you can buy because it goes the farthest—6 feeds for a penny, and actually produces 5 to 10 per cent better results than any other stock food. It is a chemical and medical preparation.

Poultry houses need disinfecting frequently. Hens never bathe, hence are prone to filth and lice. Gold Coin Germ Killer is the best and cheapest because it is the strongest and goes the farthest. It's no trouble to keep your hen houses clean if you use Gold Coin Germ Killer.

Gold Coin Poultry Food brings you from 500 to 1000 per cent profit above its cost. It's money in your pocket to use it.

Every package of Gold Coin Poultry Food is guaranteed to bring results or price refunded,



THE HOUDANS.

Fed on Gold Coin Poultry Food they make great layers. They are a French breed—very beautiful, but their qualities far exceed their beauty. Average weight 4 to 6 lbs. They are not good setters.

GOLD COIN SPECIAL POULTRY FOOD MAKES HENS LAY.

because it puts the ingredients right into the hens that makes the eggs and then they have simply got to lay them. Feed Gold Coin Poultry Food and you will never have lazy or loafing hens. It also puts hens in perfect condition, keeps the craw sweet and healthy, gives good action to the gizzard, removes all constitutional disabilities and makes hens lay simply because they have to. The natural functions of a hen is to lay eggs and if she does not lay regularly there is something wrong. There is something that needs correcting, and Gold Coin Special Poultry Food is specially compounded to scientifically correct all such constitutional defects. Remember, that in the poultry business the production of eggs must be stimulated and increased to the highest degree, on the least amount of expense. Gold Coin Special Poultry Food is the one great food in the world that has been recognized for years by all the leading poultry raisers as the food that yields the greatest profit. If your hens don't lay by its regular, daily use you have a poor breed and should either fatten them for the market or cross them with some good egg-laying breed. The celebrated agricultural scientist and author of this book and who is also a practical stockman and poultry raiser, will be pleased to advise any of our customers regarding poultry, as cross-breeding, selection of fowls, etc. We absolutely guarantee that Gold Coin Poultry Food will be a money-saver for you. Investigate it. Write us and test it.

GET YOUR SPRING BROILERS.

To Market Early.

The earlier you get them there, the more you make, because it is the first on the market that commands the highest prices. After everybody else comes in, the prices of meat goes down. You will find that Gold Coin Poultry Food fattens in about half the time.

GOLD COIN POULTRY FOOD.

Fine for Turkeys.

It prevents loss of the little ones and develops and fattens them quicker for the early market. Meaning great profit to you.

BIG MONEY MADE BY RAISING "BROILERS" FOR EARLY MARKET.

In fattening poultry they should not be allowed to run around much.

Their food should be ground.

Corn, wheat, millet and bran mixed and fed warm with a measureful of Gold Coin Special Poultry Food, for each 15 chickens, cut or pounded bone, and other extras are also fine additional feed at times. Corn or wheat exclusively is too heavy and rich. But mixed with bran and our Special Poultry Food as above described, you have the very best fattening food. Gold Coin Poultry Food rapidly develops fat and makes fine, healthy broilers. This meat commands a much higher price on the market, because of its fine flavor and texture.

It will pay you to raise Gold Coin-fed broilers for the early market, because they always command a fancy price, and bring big profits to you. The delicious taste and texture of the meat raised on Gold Coin Special Poultry Food is so different from other meats that those who once eat it never care to go back to common meat, and are willing to pay a little more to get it.

If you are a lover of fine chicken meat yourself give Gold Coin Poultry Food a test by separating say six young cockerels and feed them well on our Poultry Food according to the directions for fattening given in the top of each package, until they are fully developed and you will eat meat that you never dreamed of—juicy, delicious, tender and wholesome. It makes the finest textured meat in the world.

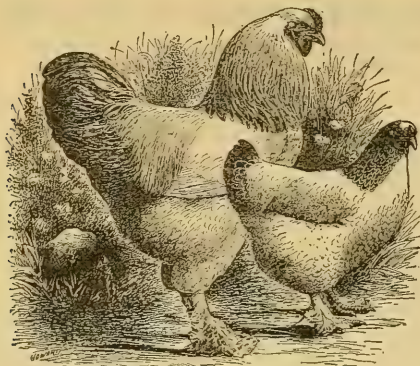
No poultry raiser should attempt to get along without this Special Poultry Food. You will out-sell your neighbor twice over, because it saves two to four weeks in fattening and makes a saving of 15 to 25 per cent of the feed. You get to the market earlier, thus getting the highest prices, and you have saved one-quarter of your feed. The man who can get to the market earliest is the man who gets the fancy prices, and the man who schemes to save the most on feeding (because feeding is the expense) is the man who makes the biggest profit. You can make these handsome profits just as easily as anyone else. All you need to do is to feed your poultry the year around on Gold Coin Special Poultry Food. It keeps them free from disease. It prevents Cholera, Roup, Gapes, Pip, and what is more important to you, it invigorates the cocks, makes the eggs more fertile and gives you strong, healthy and easily developed, vigorous young chickens. When the cocks and hens are fed on Gold Coin Special Poultry Food the eggs are 50 per cent more fertile and more certain of hatching.

FOR FROZEN COMBS OR FEET USE GOLD COIN HEALING SALVE.

It is extremely valuable for cuts, sores, wounds, etc., on man, beast or fowls.

"Gold Coin Poultry Food" helps fowls through the moulting period. It makes new feathers, and gets the hen ready for early laying.

Feed "Gold Coin Poultry Food" to all your young stock. It makes them stronger, bigger and healthier. They like it.



THE BRAHMAS.

Fed regularly on Gold Coin Poultry Food this breed will make the **BEST WINTER LAYERS**, of all breeds. If your Brahmas are not laying right, get some Gold Coin Poultry Food for them at once. Thus you will see that it always pays to have a stock of Brahmas and Cochins on hand if you intend to deliver eggs the year round. Their eggs are large and rich and when fed on Gold Coin Poultry Food are of a delicious flavor and command the highest market price—in winter bringing even more profits. They are **FAST GROWERS**, the cockerels often weighing 5 to 6 lbs. at six months. The hen is a good mother. This bird is bound to net you good profit. If you have never used Gold Coin Poultry Food, it will pay you to begin now. Your fowls will relish it, and thrive much better during the winter seasons. We guarantee it to bring you paying results or we refund the price.

Gold Coin Poultry Food fed to your chickens insures early broilers. They will be nice and plump at seven to eight weeks.

Winter laying depends on feeding and care. Scientific feeding is as easy as unscientific. It is as easy to do it right as wrong. Do it right, use Gold Coin Poultry Food and make money.

Broilers raised on Gold Coin Poultry Food mixed with their feed twice a day have a delicious flavor, that will make them famous in your district.



WHITE LEGHORN.

Why not save 15 to 25 per cent on your feeding by using a scientific food like Gold Coin Poultry Food.

FIVE HUNDRED MILLION DOLLARS.

The United States Commissioner of Agriculture reported that New York state consumes \$38,000,000 worth of eggs alone every year. The United States consumes \$500,000,000 worth of eggs and poultry. The annual poultry earnings is larger than any single crop, \$52,000,000 more than the wheat crop, \$30,000,000 more than the cotton crop, \$100,000,000 more than we spent for schools, \$100,000,000 more than swine produced. One would hardly believe that the hen is such an enormous producer. This should be a stimulus to small and large poultry raisers. There is surely money in poultry. Feed scientifically. Use Gold Coin Poultry Food and make more money. Don't fear over-production, because we import millions of dollars worth of poultry produce every year. Farmers, and housewives in small towns, should raise more than they do. Use our poultry food.

Some poulterers claim that Gold Coin Poultry Food makes for them more than 500 per cent profit above the cost of the food. Isn't it worth your investigation? Write to us and try it on our guarantee.



BROWN LEGHORN ROOSTER.

THE LEGHORNS.

This is a Spanish bird and has become a great favorite in this country. When fed on Gold Coin Poultry Food, they become enormous layers, **WINTER** and **SUMMER**. They are not good setters—they prefer to lay; usually laying at 5 months of age. On Gold Coin Poultry Food they are noted for their rapid growth, and the excellent flavor of their eggs. Most breeders say that Leghorns are the very best breed of fowls to raise—they bring the most eggs. They are the best layers, and easiest to raise. But you must have a few of another breed for setting or use incubators to hatch the eggs. A large raiser of Leghorns reports that the use of Gold Coin Poultry Food increased the egg production in his flock 55 per cent.

LAZY OR LOAFING HENS

Are Made Good Layers,

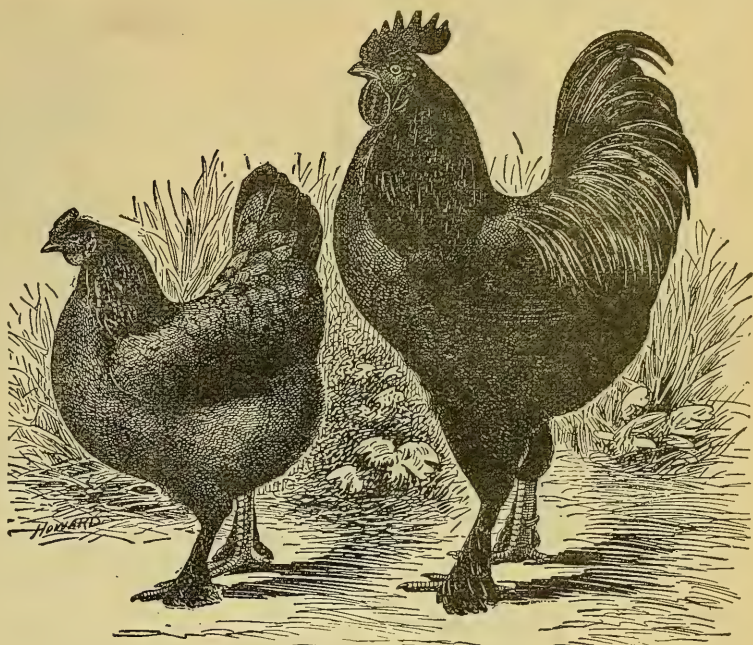
If fed on Gold Coin Poultry Food. It makes them lay because it puts the stuff in them that makes eggs, and they lay because they have to.

Turkeys should be made to roost under cover. If they roost outside they will be subject to roup and frosted feet.

THE BLACK LANGSHAN.

Fed on Gold Coin Poultry Food, they are rapid growers, the cockerels usually weighing 10 to 12 lbs. at 7 months, if fattened. Their rapid growth, combined with their great size and small bones, makes them a bird of great value to poulterers. The hens are good layers. Their eggs are large and rich. Their meat is excellent for so big a fowl. They were first bred in China.

Golden Eggs. Your hens, together with all the other hens in America, lay \$300,000,000 a year. Do yours lay every day? They'll pretty nearly do it if you use Gold Coin Poultry Food.



BLACK LANGSHAN FOWLS.

FOR SITTING HENS.

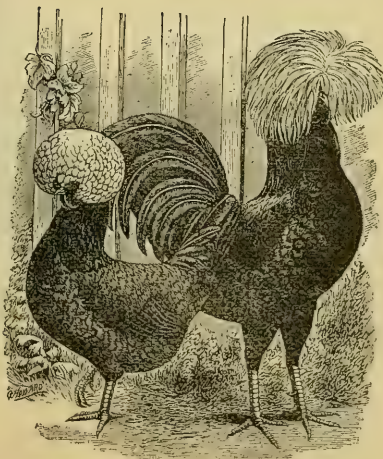
Use Gold Coin Poultry Food Regularly.

Setting is hard and patient work. It taxes the nervous system to the extreme. Give your setting hen a little care. Have water and moist ground food with our Special Poultry Food well mixed in it, always within reach. Sprinkle her back with Gold Coin Louse Killer once or twice, while she is setting, too many lice will drive her off the nest. Make your setting hen comfortable and you will get lots of little chicks. Gold Coin Poultry Food keeps the setters in health, purifies the blood, keeps her calm and quiet, thus imparting greater and more continuous warmth to the eggs, insuring a hatching of every fertile egg.

THE BLACK POLISH BREED.

These birds need special attention in cold and damp weather. They are very domestic, and make good pets. If this bird is fed regularly on Gold Coin Poultry Food, it becomes the greatest of all layers. Some of our customers report that she becomes an "everlasting" layer, winter and summer. Their eggs are large and rich, and of excellent taste. This breed is very prolific, and reaches maturity early. They are poor foragers and must be fed regularly.

If you have never used Gold Coin Poultry Food, write to us and get a full sized package and test it at our expense if it fails to give paying results.



BLACK POLISH FOWLS.

GOLD COIN POULTRY FOOD IS CHEAPER THAN OTHER FOODS.

If you will compare the number of feeds per pound—you will see that our "FOOD" goes farther than any other food on the market.

It is a food of the highest medicinal value, which makes it a food that need not be fed in large doses. A small dose scalded or made wet and mixed with the regular feed is all that is needed. It does the work and that is what you want. You cannot afford to buy a cheap food that has to be given by the scoop-shovelfuls. No results can be obtained by cheap stock foods, because they don't contain the proper ingredients. The tonic effect of Gold Coin Fattening Food aids digestion and assimilation, keeps the water clear, strengthens the kidneys and liver, so that every grain eaten will give the animal the most possible nutrition.

Gold Coin Poultry Food is the great Blood, Bone and Flesh builder. It is sold only on Cash Guarantee, and we agree to refund your money in every instance if paying results are not obtained. Gold Coin Foods have the largest sale in the world today, and are increasing every year.

"GOLD COIN POULTRY FOOD"

Makes Your Hens Lay.

It puts the stuff in them that makes the eggs, and they lay simply because they have to.



BLACK-TAILED JAPANESE BANTAM.

BANTAMS.

The principal varieties are Silver and Golden Seabright and White Japanese Bantam. These are not an unprofitable fowl to raise. Pure breeds always command good prices. The eggs, when sold for breeding purposes, always bring big profit. If you are a poulterer, we would certainly advise you to have a few on hand. Feed them Gold Coin Poultry Food and notice how their beautiful coats will shine, and how proud and vigorous the cocks will appear. There is nothing that does fowls of all kinds so much good as Gold Coin Poultry Food. It keeps them at the highest point of health and **MAKES** them lay—**GOLD DOLLARS FOR YOU.**

The Feeding of Bantams: To keep them in good laying condition, and free from disease, the same as for common chickens, one measureful of Gold Coin Poultry Food to every 15 fowls.

GOLD COIN POULTRY FOOD

Keeps the Bowels Open, the Blood Pure, And puts the stuff in the hen that makes her lay.

Young turkeys are usually difficult to raise, but if you will use Gold Coin Poultry Food you will find your young turkeys stronger and hardier and no more difficult to raise than chickens. Use a teaspoonful of Gold Coin Poultry Food in each pan of bran mash.

Do your hens lay in winter? They will do so if you make them. Try it. Read the directions on "Feeding for Laying" in the book.

Gold Coin Poultry Food prevents idleness. A hen that's always busy picking and eating is a good layer. A lazy hen is a poor layer. Gold Coin Poultry Food keeps the digestive organs working, hence a good appetite, which means eggs.

Mix a measureful of Gold Coin Poultry Food in the "Johnnie Cake" you bake for your young chickens. It keeps them from getting diarrhoea and makes their constitutions strong.

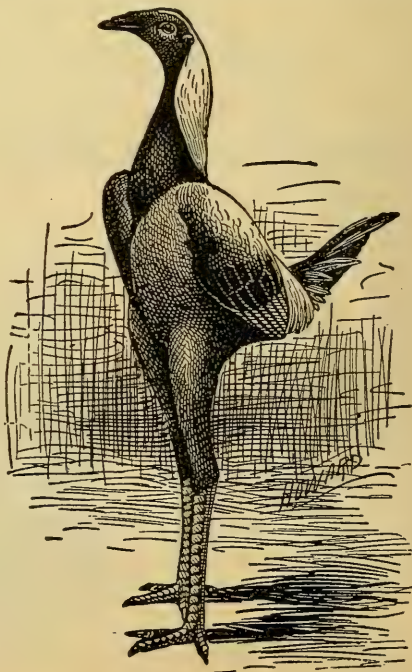
MILK VERY GOOD FOR POULTRY.

If you are a poultry raiser and do not keep a cow, buy a good milker as soon as you can. She need not be any pure bred stock, but if you will use your judgment you can get a good milker at about the same price as a small milker. She will pay for herself three times over every year. You want lots of milk—the more the better. You can feed the cow Gold Coin Cattle Fattener and make her milk as rich as you wish. If you use a measureful in three quarts of bran and shorts twice a day her skim milk will be as rich as fresh milk for your young chicks. You'll have twice the success with your young chicks, your broilers will have an exceptionally fine flavor, your hens will lay better. Remember, Gold Coin Cattle Fattener acts on cows just as Gold Coin Poultry Food acts on chickens. It makes them digest all they eat, thus saving 15 to 25 per cent, and it keeps them feeling good so they can produce more. It keeps them well and looking sleek. If you have never tried Gold Coin Cattle Fattener and Poultry Food, write to us and test it at our expense. It's worth investigating. We sell it on a guarantee to bring you paying results.

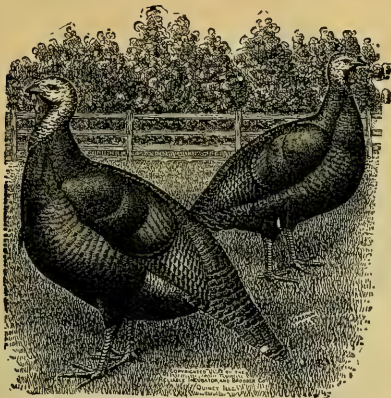
We will forfeit \$5,000 and pay the expense of the chemical analysis if any one can prove that Gold Coin Cattle Fattener contains anything injurious.

LOOK OUT FOR LICE IN JULY AND AUGUST.

The hot months are when lice do the most harm. Take the time to dust a little Gold Coin Louse Killer on each fowl once a week during these two months, and they will not usually be troubled all the year. Or dust the coop and roosts with it.



GAME FOWL.



THE COMMON TURKEY.

FORTUNES CAN BE MADE IN TURKEYS.

They Are Easy to Raise If Properly Fed.

So very few people raise turkeys successfully that it might be said turkeys are scarce in the West.

Yet turkeys are as easy to raise as chickens. They require a little more attention when young, but not so much later. Any intelligent woman or even child can give them all the care they need.

The "Common" turkey is undoubtedly the best breed for most people to raise. They are tame, hardy, good foragers and not too large. Weight 10 to 15 pounds. It is a mistake to raise large turkeys. Few families care for more than 15 pounds of meat at one cooking. That is the reason that people usually pick out the 10 to 15 pound turkeys in preference to the 30 to 40 pounders at the market. Raise medium-sized turkeys.

Bronze turkeys are also becoming very popular, and we can say from experience that they are good turkeys. When properly fed on Gold Coin Poultry Food they become good layers, are quickly fattened and bring good prices.

The turkey-house should be high so as to get high roosts. But have them so arranged that the turkeys can easily get up to them. Lameness in turkeys often comes from jumping down from high roosts. No artificial heat is required for full-grown turkeys in winter. The shed should be well ventilated with windows to the south. Turkeys are very hardy and live better in an open shed than in a closed house. Beware of lice and filth.

FEEDING TURKEYS. Like geese, feed them double the dose you do chickens, that is, two measurefuls of Gold Coin Poultry Food to every 15 turkeys twice a day. This keeps them strong and healthy and puts them in good laying condition. When "fattening time" comes increase the dose to four measurefuls to every 15 fowls or if necessary use six measurefuls to get quicker results. Little turks do amazingly well on one measureful to every 25 turks. It strengthens their delicate bodies and saves you over 50 per cent of loss. Don't try to raise turkeys without Gold Coin Poultry Food. It is such a wonderful help. If you have never used it write to us for a box and use it at our expense if it fails to give paying results.

WHY SO MANY LITTLE TURKEYS DIE.

There are three great causes—and the merest attention can easily overcome all three.

1. Dampness and wet. 2. Lice. 3. Filth.

Therefore, keep your small turkeys within reach of shelter—good shelter. And if you see a severe storm arising, get them all in. Keep the coop clean and healthy by disinfecting it at least once a week with Gold Coin Germ Killer, according to direction on each can. It will also keep the coop free from lice. To prevent lice on the turkeys, dust each fowl once a week with Gold Coin Louse Killer—it only takes a minute and you will save yourself many dollars. Just that easy can all the three causes of death be overcome, and you should raise practically every turkey hatched.

Turkey eggs hatch in 28 days. An ordinary hen can easily hatch 7 to 9 eggs. A turkey hen will hatch 13 to 15. Or they can be hatched in an incubator, and raised to three months in a brooder. But never more than 20 to 25 in one lot, as they require too much care in this way.

FEEDING OF LITTLE TURKEYS: Don't feed them anything the first day. On the second day begin feeding them every two hours from early till late. Make a sort of bread from the following: Sifted ground oats, one beaten egg, a little salt to taste, and one measureful of Gold Coin Poultry Food to each 20 to 30 turkeys, and cook it. Crumble it and feed in curds of milk. Always feed on clean surfaces. Have plenty of water on hand to drink, but arrange it so that only their beaks get wet—because little turkeys should be kept dry.

Filth and lice soon kill little turkeys. So be sure that the coop in which you intend to keep them is not infested with lice. Disinfect it with Gold Coin Germ Killer, and sprinkle the roosts, cracks and corners of the coop with Gold Coin Louse Killer. Examine the hen to see if she has lice, or better still, take no chances and dust her well all over, especially thoroughly under the wings. This will be enough to protect the little turkeys.

Give once a day some tender green food, as onions, etc., chopped up finely; also a little raw meat. After they are a week old, wheat and crushed bone should be constantly before them. But in addition must feed them regular three times a day on an equal mixture of bran, ground oats, corn meal and one measureful of Gold Coin Poultry Food, with some kind of chopped green food, all mixed thoroughly, to every 20 to 30 little turkeys. This is sure to give you excellent results and big profits in your turkey raising.

The cheap feed and the delightful foraging grounds afforded by the average farm, and the always ready market, gives the successful turkey raiser more actual profit than any other kind of stock.

In selecting breeding stock for the following year keep the old turkey hens that you found gave the best service and proved to be tame and gentle, because stronger young stock will be produced by the more mature fowls. Grown turkeys cannot be confined in a pen. They will pine away and die. They like to stroll away during the day. And this is a good time to tend to their coop. A yearling gobbler with two-year-old hens make the best mating. One gobbler to each 20 or more hens is sufficient. Feed your turkeys morning and night in the barnyard and they will always come home to roost.

DUCKS.

If you are raising ducks don't try to get along without Gold Coin Poultry Food. Ducks need more material for making eggs than chickens. Gold Coin Poultry Food contains these materials in abundance. It also keeps them well and helps to fatten them. The small common white duck has been displaced by the larger and better breeds. The Mammoth Pekin Duck being the most successful. It is pure white, legs and bill yellow. When fully developed and fattened, weighs 8 to 12 pounds. They are very sturdy, good foragers, easy to raise and very profitable. A good swimming pond should be provided for them, but they will do well without it if given plenty of fresh water to drink. The Rouen Duck (gray) is a good layer, weight 10 to 12 pounds when fattened, and very fine eating. Other varieties are the Black Poland, Mandarin, Crested Duck, Carolina, etc. Ducks are profitable, and you should raise some if you have the room, as they can usually be sold at a fancy price at certain times.

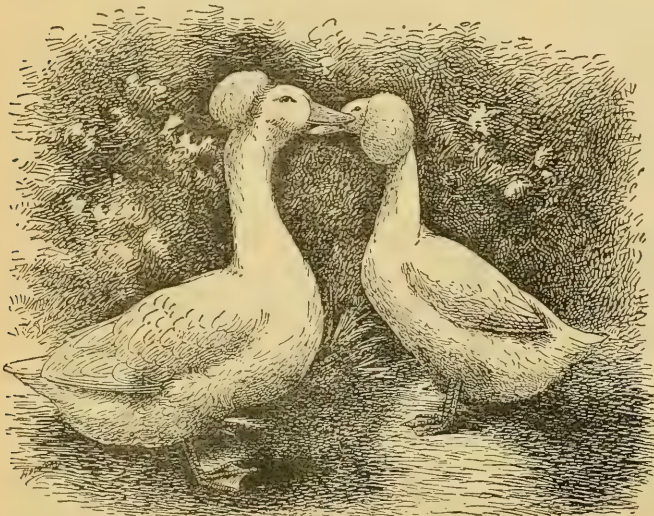
The Feeding of Ducks. Give two measurefuls of Gold Coin Poultry Food to every 15 ducks in wet grain either ground or unground. Best if warm. Gold Coin Poultry Food makes ducks lay better and helps wonderfully to fatten them. We guarantee it to increase your profits 15 to 25 per cent. It fattens in half the time, saving 20 per cent of feed.

GOLD COIN POULTRY FOOD.

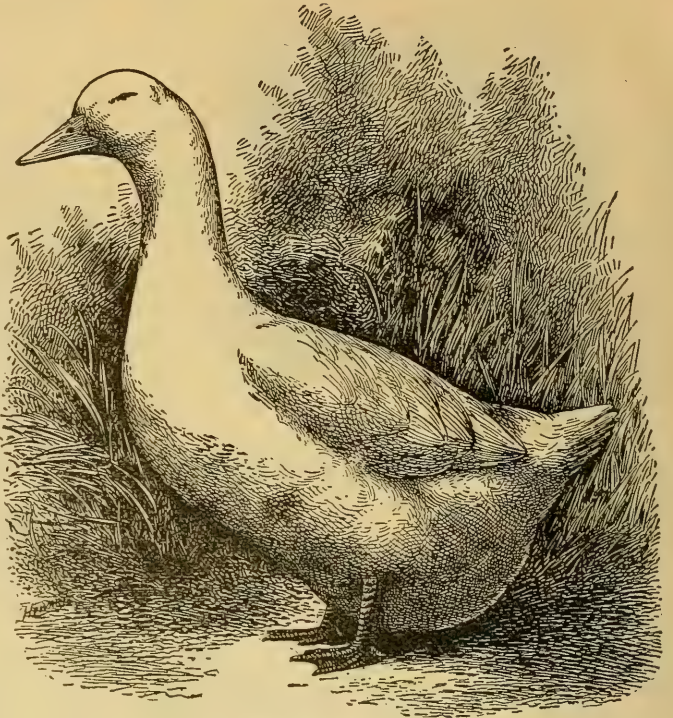
Keeps Poultry Healthy—Cures All Sick Fowls. makes little ones grow fast and big ones fat at less expense. It saves one-fourth of your feed—hence that much more

GOLD COIN SPECIAL POULTRY FOOD.

Increases Digestion,
Fattening and developing your chicks in half the time.



CRESTED WHITE DUCKS.



WHITE PEKIN DUCK.

KEEP POULTRY—KEEP A COW.

Most people who have poultry keep a cow too. A cow is a wonderful feed-saver to the poultry raiser. The skim milk and the sour milk are almost indispensable in raising young chicks, turkeys, ducks or broilers. It is the finest thing too for old chickens. If you keep a cow you should get the most possible milk from her. Gold Coin Cattle Fattener is the greatest milk producer of the age. It makes fat. Remember, milk is an emulsion. An emulsion is a watery mixture in which fat is suspended. The fat makes the butter. Now you can feed scientifically to make your cow give up the fat in milk, or you can stop milking and she will put it on her frame in flesh and fat. The poultry raiser and everyone, excepting the ranger, wants milk from his cow. It will save you 15 to 25 per cent. A cow fed on Gold Coin Cattle Fattener gives richer milk. It makes the cow digest all she eats and turns it into fat—that's rich milk. If you have never used it you can buy a package and test it at our expense—write to us.

THE POULTRY BUSINESS IS FAR FROM BEING OVERDONE.

America alone produces over \$500,000,000 (half billion) in poultry and eggs per year.

You cannot afford to do unscientific feeding, while it is so easy to use a scientific preparation like Gold Coin Poultry Food. Every man who uses Gold Coin Poultry Food is a scientific feeder.



LARGE WHITE GESE, ALSO CALLED EMBDEN OR BREMEN.

GEESE.

Gold Coin Poultry Food fattens them and makes them grow fast. Geese, as well as all the other fowls, love Gold Coin Poultry Food, and it does them a world of good. For the average poultry raiser the Embden or Bremen or large white goose stands far in the lead for profit. It is easy to raise, an early layer; and when raised to full size weighs from 30 to 60 lbs., giving good profit. The Toulouse Goose is next. The Hong Kong Grey Goose is large in size, a good layer, and with meat of excellent quality. The White Chi-

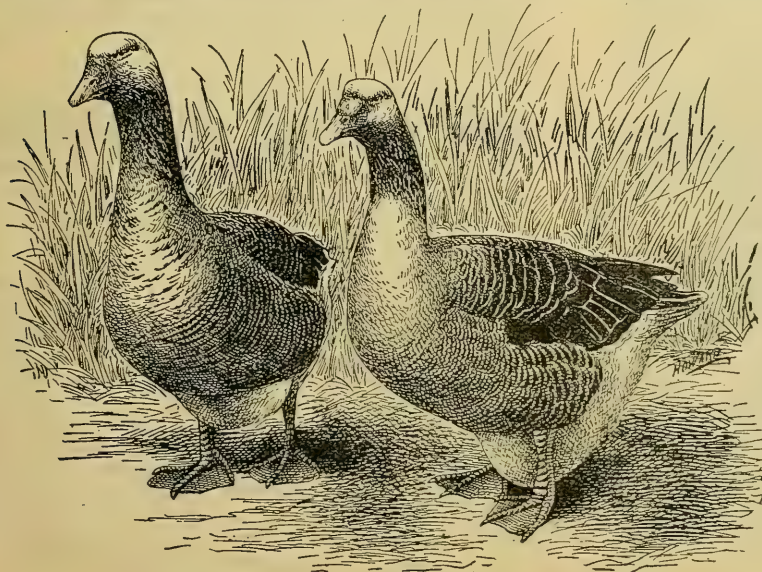
nese Goose is pure white, yellow bill and head, graceful as a swan on land or water; a good layer and easy to raise. But the common Large White Goose (the Embden or Bremen) is the goose to raise. It brings the most profit and requires the least work.

THE FEEDING OF GESE.

To get the best results with geese, double the dose used for chickens, that is, feed two full measurefuls of Gold Coin Poultry Food to every 15 geese. It keeps them in the best possible laying condition, and it makes young geese grow strong and fast. TO FATTEN a full grown goose quickly, pen it up and feed it 2 measurefuls of Gold Coin Poultry Food to every quart of wet feed. You can even increase the dose to 3 if you want quick results.

SICKNESS—LOSS WITH- OUT DEATH.

Sickness in fowls, like in people, causes waste of flesh. Sickness, then, means to you as poulterers, waste of the food you gave to make this flesh—remember you are feeding to make flesh to sell. Fowls can't put on flesh nor lay eggs while sick. You're wasting food—money—if you are feeding sick chickens. Feed Gold Coin Poultry Food and turn all your feed into money. It brings 15 to 25 per cent more profit, because it makes your poultry digest every ounce they eat. Some poulterers claim it makes 500 per cent above the cost of the food.



PAIR OF GRAY TOULOUSE GESE.

POULTRY ADVANTAGES ON FRUIT FARMS.

Upon the fruit farm fowls are also of advantage. They keep down the insect pests, and they may have a free range the greater part of the season without the possibility of doing any damage. Plum growers have found poultry especially helpful in keeping down the curculio, and even apples have been considerably benefited. If small fruits are injured, they may, of course, be protected by confining the fowls for the limited season when the fruit is ripening. The waste fruits, either in winter or summer, are a welcome and valuable addition to the poultry ration.

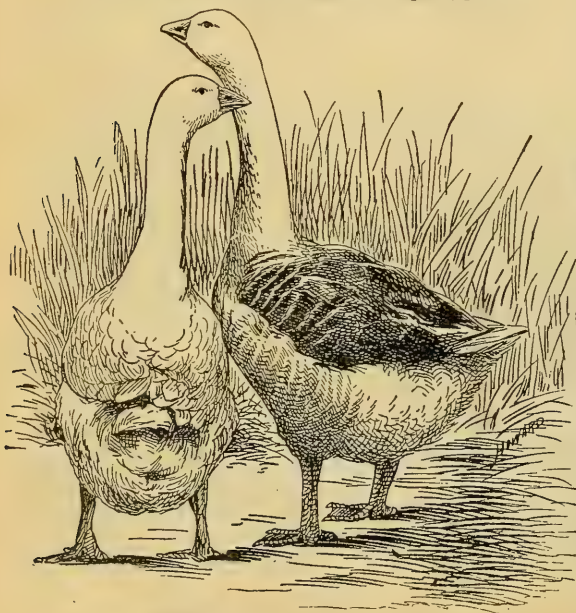
POULTRY ADVANTAGES AFFORDED BY THE DAIRY.

Dairymen who have town or city milk routes, and market gardeners who retail their produce, have exceptional opportunities for marketing fresh eggs and poultry at the highest prices. They become well acquainted with many of their customers by their daily visits, and they are looked upon as a direct channel of communication between the country and the city. They should by all means make the most of this advantage, for any class of agricultural producers who can reach the consumer without the intervention of the middleman is indeed fortunate.

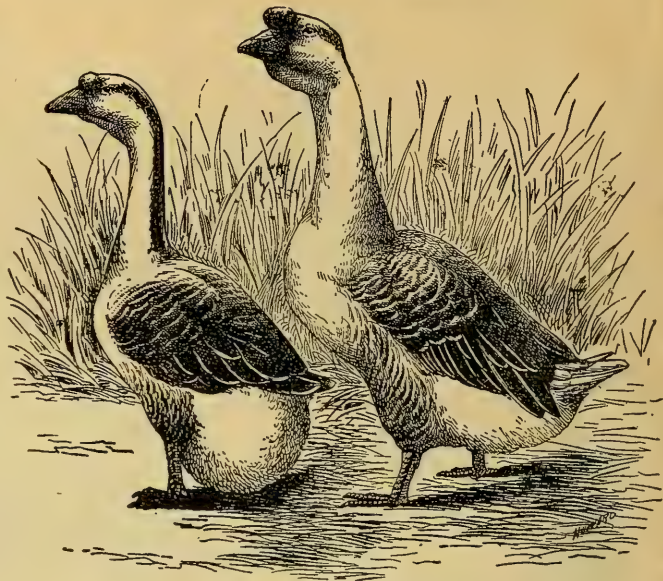
GOLD COIN SPECIAL POULTRY FOOD

Makes More Eggs Hatch

Because it keeps the hens and cocks in healthy condition, thus making healthy eggs.



EMBDEN AND TOULOUSE CROSS.



GRAY AFRICAN GEESSE.

POULTRY AND THE MARKET GARDEN.

"GOLD COIN" BRINGS EXTRA PROFITS.

The market garden also furnishes a large amount of waste products which may be utilized for poultry feed. There is the waste lettuce, the small heads of cabbage, the unsold beets, carrots, and potatoes, the peas, and corn which cannot be marketed for any reason, the waste of the small fruits, etc. If properly cared for, the hens will bring a steady and reliable income during the winter months. Dried clover and other green feed, roots, and tubers should be saved for them during the summer. These should be steamed and fed with the mash, or cabbages and beets may be fed raw. A catch crop of buckwheat or oats and peas will furnish much food at little expense. Bran, meat, meal, wheat screenings, and oats purchased for poultry will bring good returns in eggs and will also add materially to the fertilizer supply.

DON'T CLASS OUR FOODS.

Don't class our "Foods" with the many inferior preparations now on the market. Ours is composed entirely of high-grade ingredients. It is blended and compounded under the direct supervision of an expert agricultural chemist. Poultry raisers repeatedly report that our "Food" succeeds where others fail. We can easily understand this because we have analyzed every Poultry Food on the Market and find that none of them contain the valuable ingredients that ours does. The remarkable success of Gold Coin Poultry Food is due to the fact that we have spared no expense in making this the leading Poultry Food for Poultry. We take pride in hearing that it succeeds where others fail, and that Poultry raisers, too, are restocking with Gold Coin Poultry Food in place of other brands, and are getting much more profitable results. It keeps all Poultry in a healthy, profitable condition.

ABOUT RAISING CHICKENS BY MACHINERY.

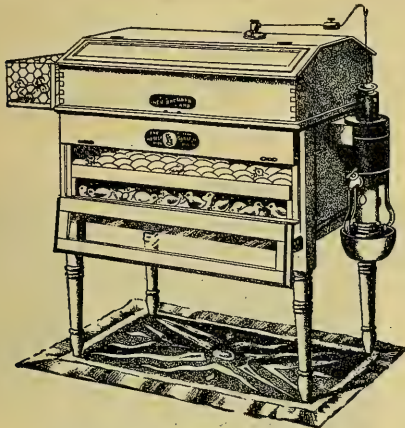
THE GREAT CRY OF THE PACKERS IS "BETTER POULTRY AND MORE OF IT."

HOW TO USE AN INCUBATOR.

Special Points on Artificial Incubating and Brooding.

Three hundred to six hundred eggs can be as easily managed in an incubator as can 35 eggs under three hens.

The machine should be run at a temperature of 102½ deg. throughout, letting the temperature run up as high as 104 or 105 degs. just before



A Genuine Chicken Factory.

The I. X. L. Wooden Hen. It has 100 egg and 100 chick capacity. A combined incubator and brooder. Price only \$16.50.

hatching. Do not check off the heat, even though it rises to 108 deg., its maximum; it will not be too high when the chicks are coming out rapidly.

As a rule a cellar is the best place to keep an incubator.

Good ventilation is very important.

As the ventilation of a cellar is usually not very good, it must be arranged so that good ventilation will be obtained. The reason the cellar is the best place to keep an incubator is because it is a room that can be kept at an even temperature easily. No matter how good an incubator may be, it will always do best if kept in a room in which the temperature of the room is even. Good ventilation is essential because the little chicks require oxygen for their vital functions, and the lamp of the machine has a tendency to exhaust the supply if the ventilation is poor.

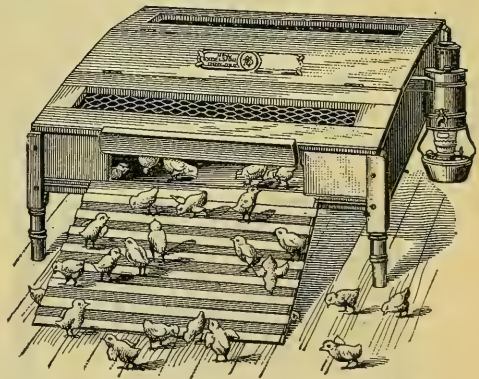
Under ordinary circumstances do not open the incubator while the chicks are hatching. It is very important that the temperature and humidity of the egg chamber should remain constant at this particular time. None of the chicks should be assisted in leaving the shell. If one of the little chicks just hatched should require assistance and you were to open the machine to help it, you might cause the death of 200 to 300 little chicks that were about to be hatched, because the sudden cooling of the temperature and evaporation which tends to dry the egg chamber, may cause many of the little chicks, just pipped, to stick to the shell and not hatch.

As soon as the hatching is well over the machine should be opened and the unhatched eggs removed. It is advisable to allow the little chicks to remain in the machine for the first 24 hours at a temperature of 90 deg. to 94 deg., then transfer them to the brooder, and give them their first meal. Ground wheat, oats and barley with one measureful of Gold Coin Poultry Food for every 30 chicks.

Eggs in incubators should be handled as little as possible. Enough importance has never been laid upon the necessity of handling eggs, in the course of incubation, with strictly clean hands. Dirty or sweaty hands are likely to stop up the pores of the eggs and prevent successful hatching. Therefore remember, avoid handling as much as possible and when positively necessary to handle the eggs see that your hands are strictly clean and dry.

THE BROODER.

The brooder is the artificial mother. It is simply a little coop maintained at a certain temperature, never below 60 deg. and never above 90 deg., into which the little chicks can run. The same as they would under the wings of a mother hen. Where brooders are kept out doors, especially during inclement weather, the chicks are liable to lung diseases from which they never recover. This is due to the sudden change of temperature experienced by the chicks running from the warm brooder out into the cold atmosphere. During bad weather keep the brooder indoors.



The New Excelsior Brooder, or Artificial Mother.

Write for particulars.

Where poultry raising has become a prominent feature in farming operations, it has become the rule to use incubators and brooders. And this is very important, because with an incubator you need not wait for hens to become broody, you can hatch chicks early in the season in time for the early Broiler market, or where you wish to hatch pullets for winter laying.

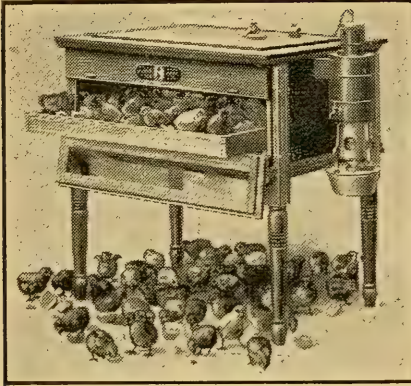
Here is an important point for poultry raisers who wish to make a specialty of producing eggs for the winter market. Eggs bring the highest price during the winter. And as a rule most hens

(Continued on next page.)

Full Instructions go with every machine sold by us.

RAISING CHICKENS BY MACHINERY (CONTINUED).

do not lay well during the winter. But if you will hatch Minorcas or Leghorns about the last of May and keep them growing rapidly by giving them Gold Coin Poultry Food, one measureful to every thirty chicks until six weeks old and from then on one measureful to every fifteen fowls, this will cause rapid growth and they will be



The "Wooden Hen."

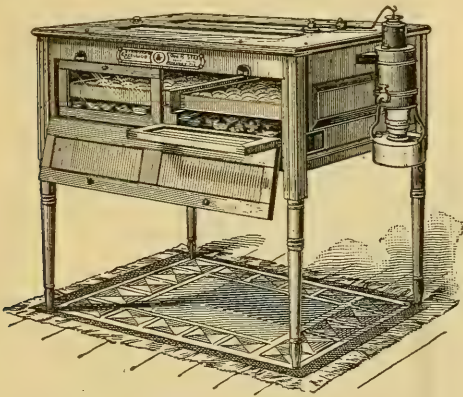
A very substantial and durable incubator. Including thermometer, moisture diffuser and everything complete.

50 egg capacity, only.....	\$ 8.50
100 egg capacity, only.....	12.50
200 egg capacity, only.....	16.00

good layers before the cold weather sets in and keep on laying during the entire winter. If you are raising the American class of fowls they should be hatched no later than the middle of April, feed regularly Gold Coin Poultry Food, and these pullets will also be excellent layers during the winter.

Chicks hatched later will lay early in the spring as will the old hens carried over.

The most profitable feature of the Incubator and Brooder is the saving of the attendants time and that of the hens time. The hen can be kept



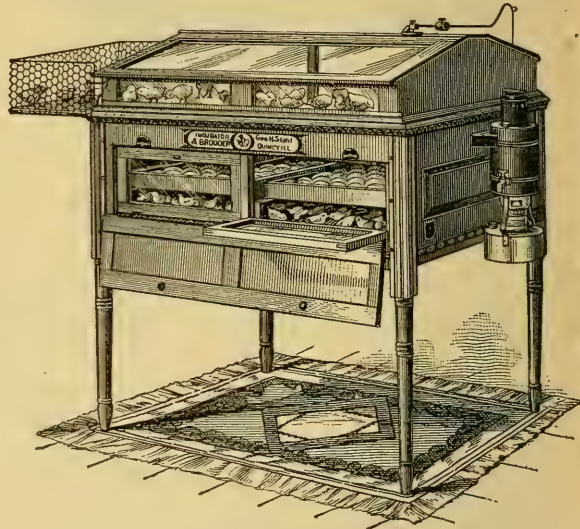
Excelsior Incubator.

The BEST Incubator made. 100 egg capacity only \$20. Write for prices and particulars free.

at laying, and the incubator will hatch 600 eggs with no more attention than three or four hens would require.

PROFIT AND AMUSEMENT.

The artificial raising of poultry is daily increasing in popularity, and is a business suitable for all classes of people. It can be conducted by the clergyman as well as the farmer or fancier. It is easily managed, and already carried on by the sons and daughters of many prominent citizens as well as farmers' wives and daughters. Chicks hatched and raised in The Wooden Hen are the strongest and obtain the highest prices. They can be raised for five or six cents until they are three months old, and then sold at twenty to sixty cents per pound all through the year. Can you see the profit in this? Or, if you reside in the city, with a Wooden Hen you can hatch and raise your own table fowls, having spring chickens just when you want them, and not a live hen on the premises, besides affording you a pleasant occupation for a few moments each day and a saving on your table expense.



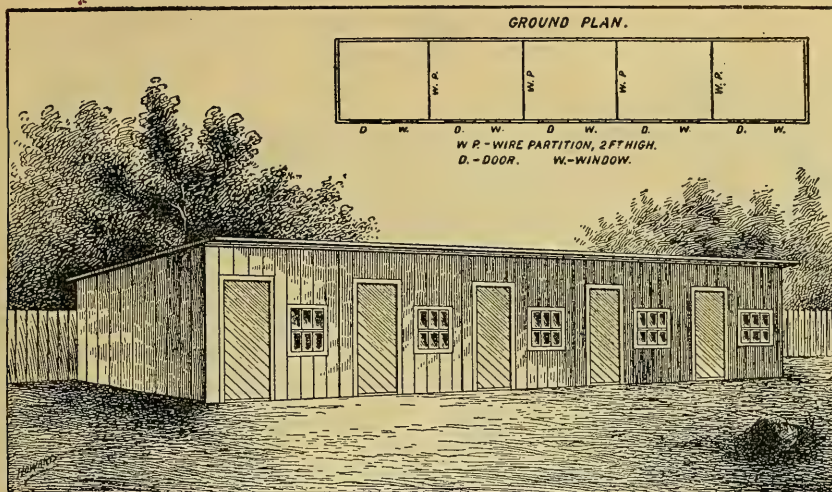
A Complete Chicken Mill.

The above picture shows the S-B combined incubator and brooder. One size only. Price, \$30.00.

Natural wood finish, aluminum coated metal tank and heater, egg turning trays, double regulator, Japanned finished hardware, nursery attachment in bottom. With each of these machines in furnished lamp, burner, wick, thermometer, egg tester, and everything ready for immediate use.

Today the great cry of the packers is for "Better poultry and more of it." They want scientifically fed poultry. Gold Coin Poultry Food, "Egg-a-Day" is far superior to any that has ever been put out before. To do scientific feeding requires very little labor and very little expense. By feeding your fowls on this scientific Food you can thereby make 15 to 25 per cent more profits and besides make a saving on the feed, because Gold Coin Poultry Food helps to digest the food eaten and keeps the fowls free from diseases, and greatly increases the egg production. We want to see all poultry raisers make extra money this year and we know they will if they use Gold Coin Poultry Food. "Egg-a-Day," regularly as directed in each package. If you have never used it write us and we will put you in a position where you can try it on our Guarantee.

Full Instructions go with every machine sold by us.



PLANS FOR A FIVE-PEN BREEDING HOUSE.

**Gold
Coin
Poultry
Food
is the
BEST
in the
World.**

BLUNT FACTS WITH SHARP CORNERS FOR POULTRY RAISERS.

Low roosts are the best.

Lice make their nests in the hens' nests. Sprinkle a little of our Louse Killer in the bottom. Guaranteed. Money refunded if it fails.

Hens must have water to drink or they can't lay. Give it warm in the winter.

Keep ducks, turkeys, and all kinds of poultry. They all pay.

Try to imitate summer conditions as near as possible in the winter to get eggs. Our Poultry Food keeps up the bodily warmth. It is the greatest egg producer of the age.

Scaly legs are usually due to lice. Sprinkle a little of our Louse Killer on the legs and all over their body.

Corn meal mashed up with boiled potatoes and one measureful of Gold Coin Poultry Food to every 15 chickens makes a fine winter food.

Give hot food in winter as much as possible. Egg production is increased by the use of Gold Coin Poultry Food. Guaranteed. Price refunded if it fails.

Sore legs—often due to lice. Use Gold Coin Healing Salve, large boxes 25c. Guaranteed.

Prevent and cure all diseases. Your money refunded if Gold Coin Poultry Food fails.

All hen houses should be kept clean and pure. This is easy to do if you use Gold Coin Disinfectant after cleaning. It destroys all disease germs.

Hens never bathe in water. They like ashes. Let them have it.

Lice—Your fowls can't lay if lousy. Gold Coin Louse Killer is guaranteed to remove this pest or money refunded.

Lousy hen coops easily cleaned and kept clean by Gold Coin Germ Killer. Buy a can, 25 cents. Full directions given. It saves labor and is guaranteed to destroy all germs and vermin. Price refunded if it fails.

Hens are the best layers at one to two years of age.

Hens are the best sitters after two years old.

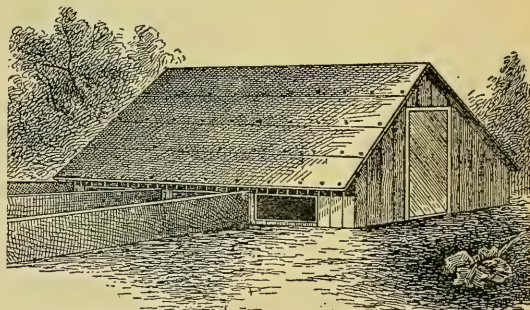
You should introduce new blood into your

flock at least every two or three years. In-breeding weakens their constitution.

A poulterer reports that 200 of his hens produced 12,000 eggs in 60 days during the first season he used Gold Coin Poultry Food. It is needless to say that he uses it always now. Try it yourself. We guarantee it. Money refunded if it fails to bring you results.

If you are not a pure-breeder, always try to have pure-bred cocks in your flock.

Have one cock for each 12 to 15 hens.



THREE-PEN HOUSE FOR GROWING DUCKS.

Many poulterers keep their laying hens, during the egg season, separate from the cocks, as eggs which are not fertile will keep longest.

Have the nests in the darkest part of your hen house. Laying is a procreative function and requires retirement and quiet.

IN THE POULTRY BUSINESS

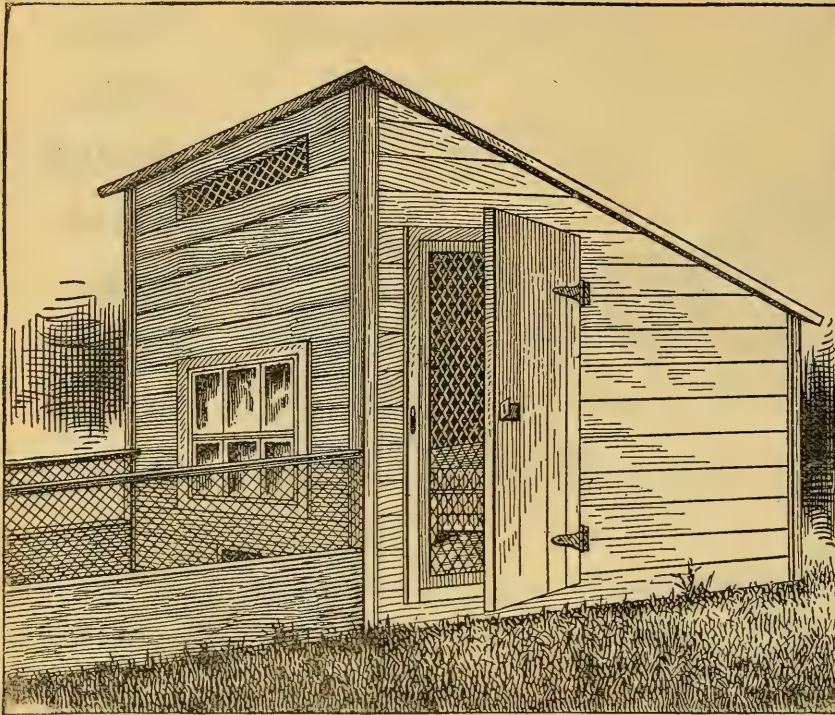
Eggs Are Money.

You must scheme to make every hen lay an egg every day. Our Special Poultry Food will do it.

SCIENTIFIC FEEDING MAKES

Poultry Pay.

Buy a package of Gold Coin Special Poultry Food. In each package are full instructions for feeding and care of diseases.



COLONY HOUSE.

**"GOLD
COIN
LOUSE
KILLER"
KILLS LICE**

**Hens Will
Not Lay
When They
Have Lice**

**TEN REASONS WHY YOU SHOULD RAISE
POULTRY.**

1st. Because you can convert a great deal of the waste on a farm into money, in the shape of eggs and chickens.

2nd. Because, with proper care and feeding, you can make your hens money producers every month in the year.

3rd. Because, on the farm, chickens have large and free range, which is of greatest value.

4th. Because, to start poultry raising, it requires but little management and brings you big profit.

5th. Because poultry raising can be entirely looked after by the farmer's wife and daughters.

6th. Because, while grain and fruit can only be successfully grown in certain parts, poultry can be raised for table use in any part of the country.

7th. Because it will bring big returns in the shape of new laid eggs—during the winter season when the farmer has time on his hands.

8th. Because poultry will yield you a quicker return for the money invested than anything else on the farm.

9th. Because the manure from the hen house will make valuable compost for the garden or orchard.

10th. Because on the farm wheat only pays on the average \$5 an acre net, while 500 hens can be kept on an acre and be made to pay an annual net of \$1 each, or \$500—one hundred times as much as wheat.

Gold Coin Poultry Food strengthens the constitution, promotes digestion and the fowl must either grow rapidly or lay lots of eggs.

Gold Coin Poultry Food cures and prevents disease. It is sold on a positive guarantee to perform the best results possible.

FEED MOULTING HENS.

Gold Coin Poultry Food, because it puts the hen in better condition for early fall laying, and helps to develop new feathers.

THE MAN EARLIEST TO MARKET

Makes the Most Profit.

Gold Coin Poultry Food fattens in about half the time, gets you to market in the spring long before your neighbor, and brings you all the fancy prices.

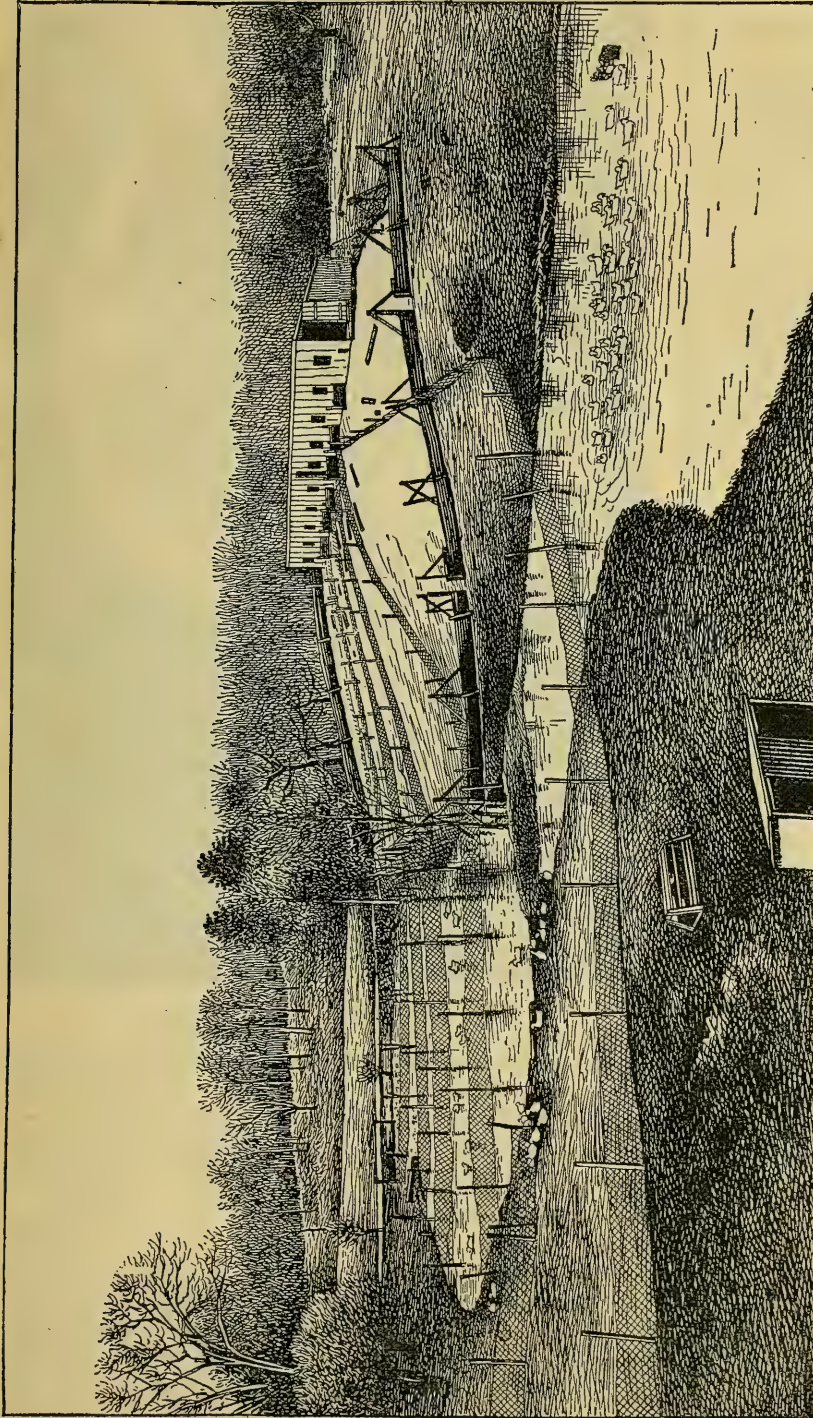
\$5,000 guarantee. We will forfeit \$5,000 and the cost of chemical analysis if anyone proves that Gold Coin Poultry Food contains a single ingredient that is injurious.

SICKNESS MEANS LOSS.

Sickness in your flock, even though it does not cause death, causes loss of flesh. Loss of flesh is loss of the feed you fed. It just takes that much more feed to put their flesh back on them again. Hence the loss through the sickness was—loss of (1) flesh, (2) eggs, (3) time, (4) feed—all of which represent MONEY. It pays to keep your flock always at the highest point of health. Gold Coin Poultry Food is guaranteed to bring you an absolute increase of 15 to 25 per cent in profits and to save you money and time in feeding. We make this great cash guarantee because we know that Gold Coin Poultry Food contains the ingredients which stimulate and create growth, bone, flesh, eggs. Fowls fed on the Poultry Food have to thrive because they are kept at the highest point of health. Test it on our guarantee.

Gold Coin Poultry Food fattens quickly. Saves your feed, and imparts a delicious flavor to meat.

"Gold
Coin
Poultry
Food"
Makes
Ducks
And
Geese
Grow
Fast.
TRY
IT.



THIS PLAN IS SUGGESTED BY THE U. S. DEPT. OF AGRICULTURE. IT ILLUSTRATES A VERY HEALTHFUL AND SCIENTIFIC DUCK AND GOOSE PLANT. AS CAN BE SEEN IT IS SO ARRANGED AS TO KEEP THE VARIOUS BREEDS SEPARATED. THUS INSURING PURITY OF BREED IF DESIRED.

DUCKS AND GEESE.

Need Gold Coin Poultry Food.

It stimulates digestion and assimilation, making every kernel of grain count. It makes them eat more, makes more flesh, more weight, and hence much more profit. It develops the little ones so quickly that it saves 15 to 25 per cent of feed, and it gets you to the market so much earlier with

your spring fowls, that you make double the profit.

WOULD NOT FARM WITHOUT IT.

Many farmers say they would not farm without Gold Coin Special Poultry Food, because Poultry is a very profitable "side line." And if fed a little "Special Poultry Food" once in a while to stimulate growth and laying, yields great profit.

"HOW ARE YOUR POULTRY LAYING?"

They Should Lay An Egg a Day.

You can make them lay every day by following the instructions given in every package of Gold Coin Special Poultry Food. A printed guarantee on every package, or your money refunded. We put money in your pocket.

More
Money
Can
Always
Be
Made
If
Your
Poultry
Are
Scientif-
ically
Fed.

\$200.00 IN CASH PRIZES TO FARMERS AND STOCKMEN.

For Photographs of Stock and Poultry.

If you happen to have a particularly fine looking animal or fowl of any breed, have it photographed. It will be nice for you to keep and you may win a prize. Photographs of a fine herd of cattle, calves, sheep or hogs—or a flock of Poultry—will be acceptable. It is our custom to make a cash offer every year of \$15.00 for the best photographs of horses, colts, cattle, calves, sheep, lambs, hogs or poultry, either single or in numbers. On back of the photos give breed, weight, age and other information bearing upon the case. State whether or not animals or fowls were fed Gold Coin Stock Food.

Send all photos to

GOLD COIN STOCKFOOD CO.,
Union Stock Yards, Chicago, Ill.

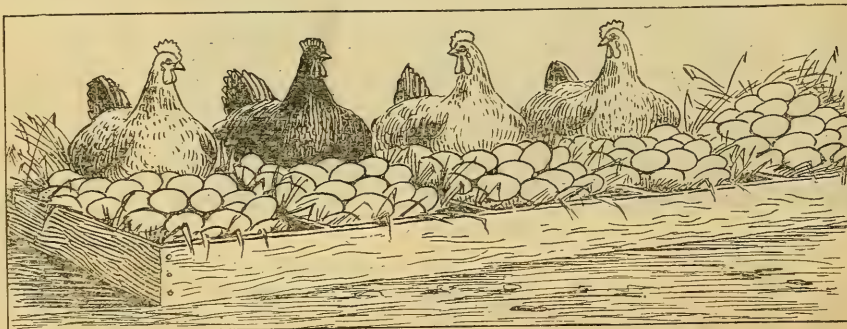
DON'T CLASS OUR FOODS.

Don't class our "Foods" with the many inferior preparations now on the market. Ours is composed entirely of high-grade ingredients. It is blended and compounded under the direct supervision of an expert agricultural chemist. Poultry raisers repeatedly report that our "Food" succeeds where others fail. We can easily understand this because we have analyzed every Poultry Food on the Market and find that none of them contain the valuable ingredients that ours does. The remarkable success of Gold Coin Poultry Food is due to the fact that we have spared no expense in making this the leading Poultry Food for Poultry. We take pride in hearing that it succeeds where others fail, and that Poultry raisers, too, are restocking with Gold Coin Poultry Food in place of other brands, and are getting much more profitable results. It keeps all poultry in a healthy, profitable condition.



THE SKELETON OF A FOWL.

Very few people understand the bony structure of a fowl. The above picture shows in detail all the bones as they would be if the fowl were alive. People who raise poultry in large numbers should study carefully the diseases of Poultry—it will save them many hundred dollars. Gold Coin Poultry Food with Gold Coin Germ Killer and Healing Oil on hand, gives a poultener almost a complete outfit for the prevention and cure of all poultry diseases.



GOLD COIN POULTRY FOOD MAKES HENS FILL THEIR NESTS WITH EGGS.

DISEASES OF POULTRY.

VERTIGO.

A Common Disease Among Fowls.

The fowls stagger and have poor control of their limbs. It is sometimes called Leg Weakness. It is caused by over-feeding and lack of exercise. If one of your hens get vertigo, you are probably over-feeding the whole flock and all need attention.

DIRECTIONS FOR TREATMENT: Mix two measurefuls of Gold Coin Poultry Food in a quart of bran mash for each 15 chickens three times a day. Feed no corn or wheat. Feed oats sparingly. Give plenty of water to drink. If any are suffering, pour cold water on them to prevent apoplexy.

TREATMENT FOR PREVENTION. The chief preventative is to keep their digestion and bowels in good condition and their system will not overload with accumulative poisons. Keep the digestion, bowels and all the internal organs working properly by feeding one measureful of Gold Coin Poultry Food to each 15 fowls once or twice a day according to how quickly you want to grow or fatten them or increase their egg laying.

If you have never used Gold Coin Poultry Food, write to us and get a full size package and test it at our expense if it fails to give paying results.

COLDS AND CATARRH.

Colds and catarrh come from having your coops damp and cold. You should remove the flock to dry, warmer quarters and feed Gold Coin Poultry Food regularly to strengthen and increase their vitality so they can stand exposure better. Weak constitutions are more liable to colds and catarrh. Gold Coin Poultry Food makes strong constitutions. Feed it according to the regular directions placed in the top of each package. If you will use this scientific poultry food regularly and have chickens of strong constitution you will not only have your flock free from diseases, but they will lay all winter. No poulterer can say he is doing scientific feeding unless he is using the most scientific poultry food, which is Gold Coin Poultry Food, discovered by one of the greatest agricultural scientists. Even though your flock consists of only six hens and a rooster, or if it consists of 10,000 fowls, you should use Gold Coin Poultry Food. The largest raisers endorse it. If you have never used Gold Coin Poultry Food, write to us and get a full sized package and test it at our expense if it fails to give paying results.

DIRECTIONS FOR CURING: Increase the vitality and strengthen the constitution by giving two measurefuls of Gold Coin Poultry Food to two quarts of ground feed three times a day for every 15 fowls. Feed corn and wheat in moderation; this grain increases the bodily heat.

GOLD COIN POULTRY FOOD

Often Doubles the Production of Eggs.

One extra egg daily per month will keep a hen in Our Poultry Food free of charge—think of the profit.

LICE ON POULTRY.

How You Can Kill All Lice.

Fowls cannot lay nor gain flesh as they should if annoyed and irritated with lice. It affects the nervous system. Setting hens will leave their eggs. No matter how much care you give your poultry if they are infested with lice they will not do well. Good laying hens must not have their nervous system distressed, as laying is a part of the procreative function, which require quiet, retirement and tranquility. Growing chickens must not waste their time in picking lice from themselves while they should be finding food and putting flesh on their bones.

Keep your coop clean as possible, sprinkle **Gold Coin Louse Killer** on the perches every time you clean the hen-house or at least once every two weeks. Some poulterers occasionally throw a handful of the Louse Killer over chickens after they have gone to roost. These precautions will keep your poultry free from lice, mites, ticks, etc.

When lice get into your coops and on your poultry, clean out your coop and whitewash it, adding two tablespoonfuls of "**Gold Coin Germ Killer**" to each pail of whitewash, if the season will permit. If it is winter or too cold to whitewash the coop, sprinkle the perches and interior of hen-house as good as possible with the Louse Killer Powder.

TO KILL THE LOUSE ON FOWL: Take the fowl by one leg and dust the Gold Coin Louse Killer into the feathers so it gets down to the skin. Rubbing the feathers the wrong way will do this. Particularly watch your setting hens, they will leave their eggs if too much annoyed. Dust her with Louse Killer once or twice a week.

LICE ON YOUNG CHICKENS: Dust the "**Gold Coin Louse Powder**" on the mother hen, especially under the wings. This will be sufficient to drive the lice from the young chickens.

APOPLEXY.

Apoplexy is due to the same cause in fowls as in people, that is, a rupture of a blood vessel in the brain. They drop over dead. It is caused by over-feeding or improper feeding. You are wasting feed.

Give your fowls large enough yards to get plenty of exercise. Cut down on their rations, but feed them scientifically and thus keep their digestion in good working order. Scientific feeding is attained by using the most scientific food digester and assimilator which is Gold Coin Poultry Food. When you do unscientific feeding or if you crowd the feed to any extent you are liable to kill or disease your hens, where as scientific feeding saves 15 to 25 per cent of feed by making them digest all they eat. Remember, as an economical poultry raiser you should try to get the most flesh and eggs from the least feed; you are not to see how much you can waste, and kill your hens by over-feeding. Try it and see how nice your hens will be with Gold Coin Poultry Food used daily in their feed. They put on more flesh and lay more eggs. Their feathers lie smooth and look clean.

(Continued on next page.)

Gold Coin Poultry Food is sold on a positive guarantee to be a money saver or money refund.

DISEASES OF POULTRY (Continued).

APOPLEXY (Concluded).

This Disease is Usually Due to Improper Feeding.

DIRECTIONS FOR TREATMENT: If one of your chickens die of apoplexy it is evident that you are improperly feeding the whole flock and therefore all must have attention. Mix three measurefuls of Gold Coin Poultry Food with one quart of bran mash for each 15 fowls three times a day. Feed no corn nor wheat. Feed oats sparingly. Give them plenty of water to drink, and plenty of room to run about in.

DIRECTIONS FOR PREVENTION: Keep their digestion and bowels active by feeding one teaspoonful of Gold Coin Poultry Food in two quarts of bran mash for each 15 chickens once or twice a day, according to how quickly you want to grow or fatten them or increase their egg laying.

If you have never tried Gold Coin Poultry Food, write us and get a full sized package and try it at our expense.

DIARRHOEA.

A Dangerous Disease to Poultry.

Whenever diarrhoea appears among your flock, look out for cholera, because there should be no diarrhoea if you are doing proper feeding. Diarrhoea, when not due to cholera, comes from poor digestion and fermentation. Your poultry can't have poor digestion if you use Gold Coin Poultry Food and as it also promotes assimilation, your chickens put every ounce of feed you give them into their bones and flesh and into eggs. It doesn't matter how much or how good feed you give to man or beast, if it is not properly digested and assimilated, and if it passes away by diarrhoea it can produce no flesh. In one week of diarrhoea, your fowls will lose in flesh what it took three weeks to put on. Remember, you are feeding to produce flesh. It doesn't pay to have diarrhoea nor any diseases in your flock. It does pay to get the MOST out of the feed you give them and see that they digest and assimilate everything you give them. The fact is, flesh production whether in poultry, cattle or hogs is now-a-days conducted so scientifically by large raisers that you cannot compete with them unless you use the most scientific feed-saver and egg-producer, which is Gold Coin Poultry Food. It saves 15 to 25 per cent of feed. It does it by making the fowl digest all it eats and converts that into flesh or eggs. Gold Coin Poultry Food fed regularly, the fowls simply have to put on flesh just according to how much you feed them, or lay it out in eggs.

DIRECTIONS FOR CURING DIARRHOEA: Mix two measurefuls of Gold Coin Poultry Food with two quarts of bran mash for each 15 fowls and give three times a day until cured. Feed them ground feed for a few days.

DIRECTIONS FOR PREVENTION: Keep the digestion in good condition. All common bowel troubles (diarrhoea) come from poor digestion.

Gold Coin Poultry Food's particular action is to perform good digestion. Feed one measure-

ful to two quarts of bran or ground food once or twice a day according to how quickly you want to grow or fatten them or increase their egg laying.

If you have never used Gold Coin Poultry Food, write to us and get a full sized package and try it at our expense.

Diarrhoea in young chicks carries away many every year just as Cholera Infantum does babes. With their soft food always mix a measureful of Gold Coin Poultry Food for each lot of 30 to 40 chicks. As they get older increase the amount of poultry food one measureful for each 15 chicks. They will thrive rapidly and in 7 to 8 weeks you will have nice plump broilers for early market, at high prices. Or in 3 or 4 months they will be full sized. Young chickens raised on Gold Coin Poultry Food have an especially fine flavor. Wealthy people will want your broilers, and will pay extra for them, because their flavor is as fine as Milk-Fed Broilers. This is money in your pocket.

MAKE A TEST ON OUR SPOT CASH GUARANTEE.

You take no risk in testing Gold Coin Poultry Food as a fattener and egg producer. Take two to ten fowls and place in separate lots. Give the same feed to each, except give the one lot Gold Coin Poultry Food and give none to the other lot. Use it for 60 to 90 days and then weigh results. If the lot on which the Gold Coin Poultry Food was used does not show a paying gain, your money will be refunded. **IF IT DOES SHOW A GAIN, YOU WANT IT. IT'S MAKING MONEY FOR YOU. YOU ARE MAKING MORE MONEY THAN YOUR NEIGHBOR WHO DOESN'T USE IT.** If you have faith in improved breeding or labor-saving machinery, you must have faith in a feed-saving, scientific preparation like **GOLD COIN POULTRY FOOD** that makes perfect digestion and rapid growth. A fair, practical test will prove that poultry can be fattened in less time and with less feed than is usually used. No fairer offer can be made. Test it yourself on our Spot Cash Guarantee. You get the profits if it wins, and we stand the loss if it loses. Write us to-day.

BUFFETS AND CLUBS.

In All Large Cities Are on the Lookout

For scientifically fed chickens, for broilers, etc. Feed your flock Gold Coin Poultry Food and get them on a scientific basis, and it will double their value, both to yourself and to the market.

GOLD COIN SPECIAL POULTRY FOOD.

25c Per Package, 1,500 Feeds for One Hen.

Contains superior medication to any other food. It is composed of roots, barks, herbs, calcium, seeds, and four other scientific ingredients which are known to build up fowls for market; make them good breeders; keep them in proper shape for laying; purifies the blood; regulates the bowels and keeps them free from disease. It saves 25 per cent of your feed. **Hence, 25 per cent more profit.**

Poultry Diseases Continued on Next Page.

POULTRY DISEASES (Continued).

CHICKEN CHOLERA.

May Kill Your Whole Flock in a Few Weeks.

How to Cure It.

It is caused by a germ, and like all germ diseases of man and beast, is catching or contagious. The sick fowls have a drooping, ruffled appearance. The combs first get pale, then turn dark. The diarrhoea, however, is the great dangerous symptom and requires watching. At first it is yellowish and frothy, later it gets greenish and continues until death of the fowl. It is this frothy, greenish discharge that is so dangerous for it is loaded with the deadly cholera germs.

The treatment and cure must be prompt. You need not be unduly alarmed, but act quickly. It is a frightful disease to have in your hen-house. It kills your hens by hundreds and even the most successful poulterer may lose his entire flock in a few weeks.

THERE IS ONLY ONE WAY TO EXTERMINATE this terrible plague among your fowls. **That is to Destroy the Cholera Germ.** You must act quickly because the germs are so rapidly scattered through the greenish diarrhoea discharge, which is full of cholera germs.

Take the well fowls from the infected coop and put them into new quarters and give large doses of **Gold Coin Poultry Food** to prevent the disease from developing in the fowl thus exposed, and sprinkle the **Gold Coin Germ Killer** (tablespoonful to pail of water) freely over the new quarters to destroy any germs carried in the feathers of the fowl or clothes of the attendant. As soon as any fowl in the new quarters shows symptoms of the disease, remove it at once. Wear old clothes and sprinkle well with **Gold Coin Germ Killer**, especially the boots, when going from the sick to the well chickens.

It is better to kill those fowls you see are too sick to live and are only endangering the rest of your flock by scattering the disease through contagion. But do not get panic-stricken and kill all fowls that have diarrhoea, or look sick, for most of them can be cured. **Gold Coin Poultry Food** alone is enough to cure ordinary cases. Pour a pint of boiling water on six measurefuls of **Gold Coin Poultry Food** and mix with two quarts of bran mash for each 15 fowls and feed three times a day, until the Cholera has entirely disappeared from your flock. For the apparently well fowls mix 3 measurefuls of **Gold Coin Poultry Food** with 2 quarts of ground feed three times a day to prevent Cholera developing in them. After Cholera has disappeared feed regularly one measure of **Gold Coin Poultry Food** mixed with two quarts of ground feed once or twice a day according to how quickly you wish to fatten them or increase their egg laying. Not only will you have better looking chickens, free from disease, and more eggs, but this constant use of the **Gold Coin Poultry Food** will prevent Cholera in your flock. It makes good digestion, increases the vitality and strengthens the constitution, thus making the fowls more able to resist diseases. Give no corn or corn-meal.

Burn or bury promptly all fowls that die and sprinkle the coop well every day with solution of **Gold Coin Germ Killer** (mix a tablespoonful to a

pail of water.) Also sprinkle the yard with it, especially sprinkle it on the diarrhoea discharges. After Cholera disinfecting of coops and pens should be continued three times a week for at least six months or more, or until cold weather sets in, as the Cholera germs may live five or six years if not destroyed. If you do not do this you had better burn the pens and houses in which the cholera-stricken fowls died.

Full and complete directions for the cure of Cholera by the **Gold Coin Special Poultry Food** is placed in the top of each package.

The disinfectant (**Gold Coin Germ Killer**) prepared by the **Gold Coin Stockfood Company** is the strongest, goes the farthest, is the most thorough and best Disinfectant Chemical Combination. It destroys all germs of diseases of man or beast. Full directions for using it in chicken cholera or any diseases and for the prevention of diseases, is given on the label of every can. It should be in every house. It should be used for all disinfecting purposes.

PREVENTION OF CHOLERA: Cholera being a germ disease, it is far easier to prevent than cure. Cleanliness and good healthy digestion and assimilation of food prevent cholera and all diseases by enabling the body to resist invasion by disease germs. We have never had a single report of cholera occurring in any flock which has received **Gold Coin Poultry Food** regularly.

Constant use of **Gold Coin Poultry Food** not only prevents cholera, but makes the hens lay better and the eggs bring forth healthier young chicks. The roosters, too, are kept in better condition for breeding by its use. It makes them look sleek and clean.

Get a package of **Gold Coin Poultry Food** and a can of **Gold Coin Germ Killer** if there is any sign of cholera in your flock. Prevent it now if you can before it gets a start. If you have no cholera, be thankful. Anyway, try a package of the **Gold Coin Poultry Food** and see how much cleaner and sleeker your poultry will look and how much better the hens will lay.

If you have never used **Gold Coin Poultry Food**, write us and get a full sized package and try it at our expense if it fails to give paying results.

PIP.

A crust or membrane forms on the top of the tongue. This membrane should be removed. You can remove it with your finger or knife. After removing membrane always hold the mouth open and wash tongue with a solution of **Gold Coin Germ Killer**, 15 drops of **Gold Coin Germ Killer** to half pint of warm water. If you are not feeding **Gold Coin Poultry Food** begin its use at once. Buy a package and use according to the directions placed in the top of each package. It is the cheapest poultry food because it goes the farthest, produces more flesh and eggs, 15 to 25 per cent more than if you used no poultry food at all, and 5 to 10 per cent more than any other poultry food. Your chickens wouldn't be sick if they

(Cure of Pip continued on next page)

POULTRY DISEASES (Continued).

PIP (Concluded).

digested their food properly and assimilated it. That is what the Gold Coin Poultry Food does. That is why it makes 15 to 25 per cent more flesh out of the same amount of feed. When Gold Coin Poultry Food is given every bit they eat is converted into flesh and eggs. That is scientific feeding.

DIRECTIONS FOR PREVENTION: Keep the digestive organs in good working condition so the strength and vitality of the system can throw off any invading disease germs. The particular action of Gold Coin Poultry Food on the system is to make good digestion. The poultry get the benefit in flesh and blood of every ounce of feed they get when Gold Coin Poultry Food is fed regularly. To keep good health and strength, make rapid growth and increase egg laying, mix one measureful of Gold Coin Poultry Food to two quarts of ground feed for each 15 chickens and feed once or twice a day according to how quickly you wish to grow or fatten them, or to increase the egg laying.

If you have never used the Gold Coin Poultry Food, write to us and get a full size package and try it at our expense.

CONSUMPTION IN POULTRY.

Consumption can only appear in flocks of weak constitution. It would never appear in any flock that receives scientific feeding. Scientific feeding gives a strong constitution. A strong constitution can only be had by perfect digestion of the feed, and a healthy action of all the internal organs. The ingredients contained in Gold Coin Poultry Food are scientifically combined and make perfect action of the internal organs, causing perfect digestion, assimilation, formation of the digested food into flesh and bone. Thus Gold Coin Poultry Food is a scientific flesh and egg producer. The poulterer who uses it along with intelligent proportions of feed is doing the most scientific feeding possible to attain. But the many weak constitutioned, scurvy, dirty looking flocks we see every day show how few people, either through ignorance or negligence, take the simple precaution to feed a scientific food. The largest and most successful poultry raisers claim that the scientific poultry food made by the Gold Coin Stockfood Co. save them thousands of dollars every year from losses by disease, and makes them many thousands more by increase of flesh and egg production.

DIRECTIONS FOR TREATMENT OF CONSUMPTION IN FOWLS.

Consumption is a general weakened and run-down condition. The cure is to rebuild and strengthen. For two months feed two measurefuls of Gold Coin Poultry Food to two quarts of ground food twice a day for each 15 fowls. Feed wheat, oats, and corn in moderation, if ground up is even better. The Gold Coin Poultry Food is indispensable, and it makes perfect digestion, thus makes strong constitutions.

PREVENTION OF CONSUMPTION: Keep your hens strong by having good digestion. They then get the full benefit of their feeding. This is done by feeding one measureful of Gold Coin Poultry Food in two quarts of ground feed once

or twice a day according to how quickly you want to grow or fatten them or increase their egg laying. If you have never used Gold Coin Poultry Food, write us for a full size package and test it at our expense if it fails to give paying results.

GAPES.

Gapes is caused by a small worm in the wind-pipe. It occurs usually during July and August. It is not a germ, and therefore is not contagious, but other fowls will get it from swallowing the worms coughed up by the afflicted ones. It appears usually in the young.

If the disease is allowed to run the fowl gets very sick and is easily handled and the worm can be readily removed by a flexible wire. Or hold the chicken's mouth open and pour in a few drops of solution of Gold Coin Germ Killer three or four times a day. To make this solution put 30 drops of our Germ Killer into one pint of water. It will kill the worm. Also give the sick ones a piece of raw salt pork about the size of a bean.

As soon as you notice that some of your young flock gape at times, if you are not already using Gold Coin Poultry Food begin at once to use it according to the directions placed in the top of each package.

ROUP.

Roup comes from bad colds, therefore usually occurs in the winter. You can tell it by the bad smell. The eyes swell shut sometimes so the chicken cannot see to eat or drink. The throat is filled with thick mucus, causing noisy breathing.

Roup is due to a germ, therefore it is catching and very dangerous. The sick fowl should be put in a warm, dry place. The swollen head should be bathed in the following solution: One teaspoonful of salt, one teaspoonful of Gold Coin Germ Killer, and four quarts of warm water. Bathe the head twice a day, morning and afternoon, each time in fresh solution as stated above. Feed two measurefuls of Gold Coin Poultry Food in two quarts of ground feed for each 15 hens, three times a day, to strengthen the vitality and promote secretions to eliminate the germs from the system. If you will feed double or even larger doses of Gold Coin Poultry Food according to the special directions in the top of each package you can cure almost all. But some of the bad cases which you neglected at the beginning before you knew what the disease was, will probably die. These dead carcasses should be burned. As the disease usually occurs in winter, and owing to cold, damp coops, it is not advisable to sprinkle it with a disinfectant solution, but when spring time comes do not fail to thoroughly disinfect your coop with a strong solution of Gold Coin Germ Killer (one tablespoonful to a pail of water.)

PREVENTION OF ROUP: As Roup is due to a germ (similar to the diphtheria germ) it is far easier to prevent than cure the disease. If you keep up the strength and vitality of your flock by seeing that they properly digest and assimilate their feed, and if you have your coops dry and reasonably warm, you will have no

(Cure of Roup continued on next page.)

POULTRY DISEASES (Continued.)

ROUP (Concluded).

trouble with roup, colds, diphtheria, etc. But you will not merely have your hens free from disease, if you use Gold Coin Poultry Food regularly, your hens will lay all winter, when eggs are worth 25 to 30 cents a dozen.

DIRECTIONS FOR PREVENTION: Keep the digestive organs in good working condition so the strength and vitality of the system can throw off any invading disease germs. The particular action of the Gold Coin Poultry Food on the system is to make good digestion. The poultry get the benefit in flesh and blood of every ounce of feed they get when Gold Coin Poultry Food is fed regularly. To keep good health and strength, make rapid growth and increase egg laying, mix one measureful of Gold Coin Poultry Food to two quarts of ground feed for each 15 chickens and feed once or twice a day according to how quickly you wish to grow or fatten them, or to increase the egg laying. If you have never used the Gold Coin Poultry Food, write to us and get a full size package and try it at our expense.

CROP BOUND.

This is due to undigested food in crop. The undigested food gets hard. The crop hangs down. Pour some warm milk down the fowl's throat, then gently rub and squeeze the crop and thus soften the hardened mass. Feed soft food for about a week. Always feed your chickens Gold Coin Poultry Food regularly once a day and you will never have this trouble. Chickens being fattened are more liable to get crop bound. These are just the fowls you don't want to get sick, as it sets them back. Therefore, especially feed these fowl the poultry food regularly.

TURKEYS.

THE MOST PROFITABLE BREEDS.

The "Common" and the "White Holland" turkeys stand in the lead for profit. If you are raising turkeys for profit, fed them Gold Coin Poultry Food. It's got the stuff in it that makes big turkeys. And turkeys like it. They will eat it pure right out of the hand, there is nothing in the world that can do them so much good. "Common" turkeys are black and white; medium size; weigh 10 to 15 pounds; hardy, easy to raise and not much inclined to roam. The Holland turkey is white, a good egg layer, very domestic, and easily fattened because of its quiet habits and constant desire for Gold Coin Poultry Food. These are the turkeys for the farmer. Some like the "Bronze" turkeys, and we can say from experience that they are a good breed. They do just as well in the West as they do in the East. Medium sized turkeys sell best. A 40-pound turkey is too large for an average family. People don't want large turkeys; they want fat ones. Ten to fifteen pounds is about right. Turkeys want a high open shed with windows to the south, and high roosts, rather than a low, close shed in winter like chickens. They bring great profit.

LEG WEAKNESS.

The fowls cannot support themselves on their legs. It is due to a partial paralysis of the limbs. This affliction will rarely or never occur in flocks in which Gold Coin Poultry Food is regularly used. For the afflicted fowl mix a little ground feed with an equal part of Gold Coin Poultry Food and feed a little four or five times a day. Keep it out of the sun and see that it has water to drink. When this disease afflicts one of the fowls, begin to feed the whole flock two measurefuls in their feed twice a day, for the same cause that produced it in the afflicted fowl may operate in others. An ounce of prevention is worth a pound of cure. Feed Gold Coin Poultry Food one measureful to two quarts of ground feed to each 15 hens once or twice a day and prevent sickness coming in. Sickness in hens, like in people, causes loss of flesh. Sickness, then, means to you, as poultener, waste of flesh and eggs, that is waste of feed—waste of money. You can't afford to have sickness in your flock. Gold Coin Poultry Food is the cheapest on the market because it is the best and goes the farthest. It prevents and cures all poultry diseases.

TURKEY DISEASES.

Turkeys have the same diseases as chickens—Cholera, Roup, Pip, Gapes, etc. And should be treated in the same way, excepting that you double the dose of the poultry food. The internal organs of a turkey are the same as those of a chicken, therefore the Poultry Food has the same fattening and laying effect on turkeys. It keeps them in good health and free from disease. If you are raising turkeys for the market, you will find from experience that Gold Coin Poultry Food is very profitable to feed to turkeys, as well as all other fowls. Try it.

GOLD COIN GUARANTEE.

Every preparation we have on the market is backed by the strongest Spot Cash Guarantee. We offer \$1,000.00 if we ever refuse to refund money when our preparation fails to bring paying results. We know of no other concern doing business on a guarantee policy; but we know so well what our Foods and Remedies will do that we can and are always willing to say that "your money will be cheerfully refunded if any of our preparations fail." And we stand by it, and back it with a strong Cash Capital. In dealing with us you will always know that you will be treated honestly. If anything is not just as you understood it to be, write and let us know and we will make it right, or refund your money without argument.

DISINFECTION

MADE EASY AND PERFECT BY SCIENCE—After cleaning the hen coops or hog pens always sprinkle well with solution of Gold Coin Germ Killer. Mix one tablespoonful in a pail of water, and notice how fresh and clean it makes the houses smell and feel. It is the cheapest because it is the strongest and goes the farthest.

(Cure of Poultry Diseases Continued on next page.)

POULTRY DISEASES (Concluded).

EGG BOUND.

Give large dose of castor oil by the mouth, and inject about a tablespoonful into the egg-passage—this will usually allow the egg to pass, and effect a cure. An egg-bound hen looks like one with cholera; they droop; the comb becomes bluish; whitish discharge from the egg-passage; drooping wings; but the hen stands upright, she goes to the nest, but can't lay. Always attend to them at once, as the hen may die. Feed Gold Coin Poultry Food liberally to such hens, to get healthy egg formation.

FEEDING.

Young Chicks, Turkeys, Ducklings and Goslings.

Little chickens, turkeys, ducks and geese are immensely improved in development and strength by Gold Coin Poultry Food. You give one measureful in warm, wet feed to every 30 to 40 chicks, three times a day. Double the dose for turkeys, ducks and geese. It gives better shape, quicker development and increases plumpness in three-quarters of the time. It gives them strong constitutions which prevents loss by death of young chicks and turkeys. It fattens them quicker and at much less expense; and best of all, it gives the meat a most delicious flavor and texture, thus commanding the highest market values. As a scientific Poultry Food, Gold Coin Special Poultry Food is as yet far in advance of any other food put upon the market. Thousands of America's largest poultry raisers substantiate our claim that Gold Coin Poultry Food is the CHEAPEST and BEST food made today, because it goes the farthest and gives the best results. As compared with other foods it has 50 per cent more creative power than other foods. It is perfectly harmless, contains absolutely No Poisons of any kind. The question is now scientifically settled, that to be successful in poultry raising you must use a poultry food—and scientists have proved that Gold Coin Special Poultry Food is vastly superior to any food on the market at the present time. If you have never used Gold Coin Poultry Food it will pay you to write to us direct and buy a package and test it at our expense. This is the fairest offer ever made to any farmer or poultry raiser. We could not make this offer unless we knew from years of experience that our food possesses the merits we claim for it. The price refunded if it fails to bring you an absolute increase in profit.

IN THE POULTRY BUSINESS

You Want Eggs.

Gold Coin Special Poultry Food

Makes 15 to 25 per cent more eggs than any other Food on the market. Buy some, and if it fails, we refund your money.

MOULTING TIME NEEDS MOST MEDICINE.

Increase the dose of Gold Coin Poultry Food all during the moulting season, as it helps new feathers to form, and gets the hen in good condition for early fall laying.

\$5,000.00 CASH GUARANTEE.

We will forfeit \$5,000 and the cost of the chemical analysis to any one who can prove that Gold Coin Poultry Food contains injurious ingredients. It is a vegetable, medical and chemical combination which contains the elements made by nature that stimulate and create egg production.

FOUR GOOD THINGS.

(1) Don't fail to have good water, (2) chopped green food with Gold Coin Poultry Food mixed in with it. (3) Lime, gravel, crushed oyster shells. (4) And dust baths where young chickens can get at them. It means money to you.

NO FOWLS WILL DO WELL

Unless Their Digestive Organs Are in Healthy Condition.

Gold Coin Poultry Food stimulates digestion, increases egg-laying, and gives you strong, healthy and more profitable chickens.

A COW, WITH CHICKENS, DOUBLES THE POULTERER'S PROFITS.

Unless you are a dairyman cows will hardly pay you if you do not keep chickens. If you do keep chickens a cow will pay you five times over every year. You will have 50 per cent better success with your young chicks and 25 per cent better success with your eggs. You need skim milk and sour milk. If you use Gold Coin Cattle Fattener according to directions of "feeding for milk and butter" your skim milk will be as rich for your chickens as fresh milk from other cows. The Gold Coin Cattle Fattener makes the cow digest and convert into fat (cream) everything she eats. It saves you 15 to 25 per cent of feed. Some dairymen claim that it saves 35 per cent. If you have never used it, write to us and buy a package and test it at our expense. It is the cheapest because it is the strongest and goes the farthest. It is a vegetable medical preparation containing the elements made by nature which stimulate and create milk and fat (cream).

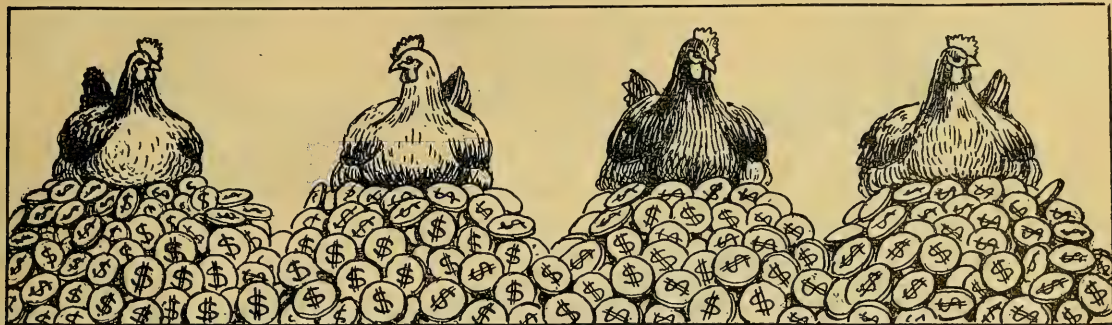
St. Peter, Minn., July 20, 1903.

Gold Coin Stockfood Co., Chicago, Ill.

Gentlemen: I want to let you know how successful I have been with your Egg-a-day. My hens are mostly Plymouth Rocks and mixed breeds, but they have only a confined space to run in and I never thought I should be able to do very well with them beyond getting enough eggs for my own use. But from the first week I began to use Egg-a-day my hens increased in laying eggs, and now I usually have a couple of dozen eggs a week to sell, where I never used to be able to get more than we needed in the house.

Your "Gold Coin Louse Killer" has freed my hen house and hens from lice. It is great.

HENRY HILDEBRANDT,
St. Peter,
Minn.

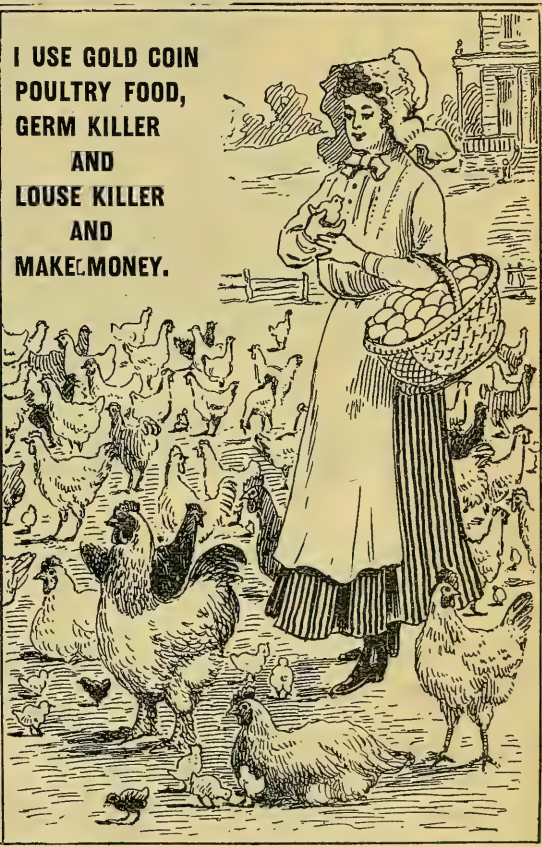


**THE HENS THAT LAY THE GOLDEN EGGS ARE FED ON
"GOLD COIN POULTRY FOOD."**



"MY CHICKENS ARE ALL DYING OF CHOLERA."

**I USE GOLD COIN
POULTRY FOOD,
GERM KILLER
AND
LOUSE KILLER
AND
MAKE MONEY.**

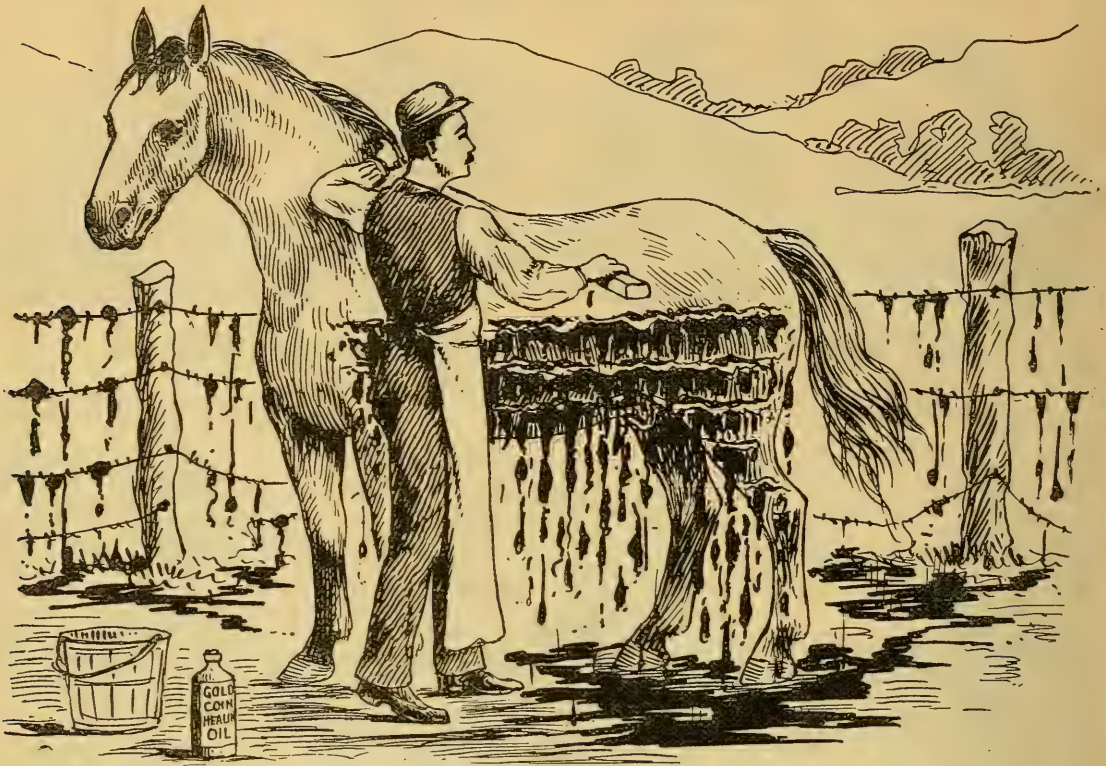


"I USE GOLD COIN POULTRY FOOD."

Cholera may kill every bird in the flock in a few weeks. If the woman above represented was an up-to-date woman and knew of the new and useful inventions of recent times her fowls would not be dying. Gold Coin Poultry Food not only increases egg production, but it keeps the fowls in a strong, healthy condition, making them able to ward off diseases. "Gold Coin Germ Killer" is death to all disease germs as cholera. When used as directed it cannot be equalled as a disinfectant, and the "Gold Coin Louse Killer" is a louse killer, not a louse driver. Try them. We guarantee them to make an increase of 15 to 25 per cent more profit.

This young lady uses "Gold Coin Poultry Food" and gets abundance of eggs and chickens. She uses "Gold Coin Louse Killer" on her poultry, which keeps them free from the annoyance and irritation of lice, ticks and mites. It makes her flock more thrifty. She also uses "Gold Coin Germ Killer" to cleanse and purify her coops and yards, thus destroying all disease germs, keeping her fowls free from disease and drives away chicken cholera. As can be seen from the picture, she is up-to-date and a successful money-making woman.

Are you making big money from your poultry? Gold Coin Poultry Food is guaranteed to make extra profits for all who use it. It saves feed.



First Aid to the Wounded—Gold Coin Healing Oil.

THE KING OF ALL HEALING OILS.

“Gold Coin Healing Oil”

Costs only
25c
For a Large
Size
Bottle

It is the BEST cure for

BARB WIRE CUTS,
SCALDS, BURNS,
OLD SORES,
FRESH CUTS,
BRUISES AND

INFLAMMATION,
SWELLINGS,
SPRAINS,
STRAINS,
RHEUMATISM.

The
Cheapest
and
BEST
made

A good “Healing Oil” is always necessary around the place, because you can never tell when somebody may be carried in injured by a fall, kick from a horse, hook or bunt from cattle, rusty nail injury—or one of the animals may be severely injured. Home remedies in such cases are usually not good enough, you want something better and the BEST is “Gold Coin Healing Oil.” It is perfectly harmless and makes the very application for sores and wounds. Made only by the

Gold Coin Stock Food Co.,

Union Stock Yards, Chicago.

Factories and Order Dept.,
St. Paul, Minn.

S. W. Dept. Kansas City, Kan.
Union Stock Yards, Exchange Bldg.

MILK!

MONEY!

MILK!

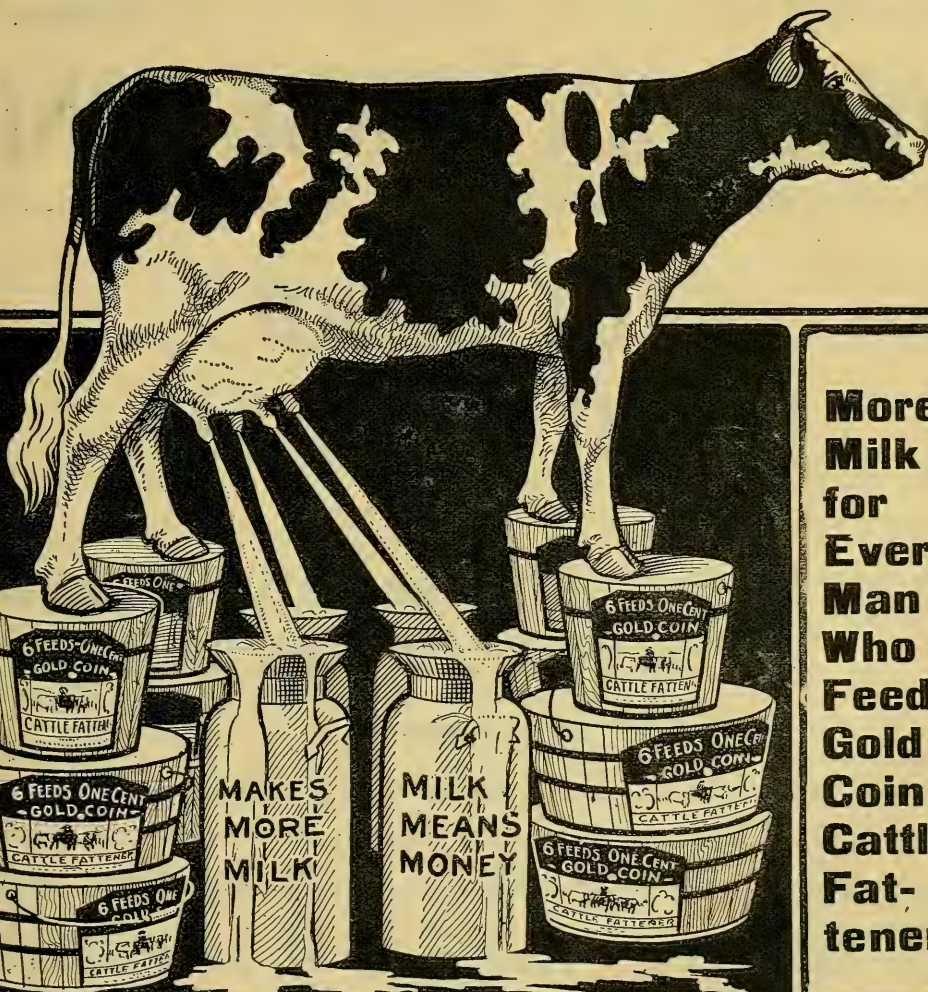
MONEY!

MILK!

MONEY!

How to Increase Your Yield of Milk Without Extra Work.

If you can make extra milk you are making extra money. Any farmer or dairyman can make extra milk by feeding his milk cows Gold Coin Cattle Fattener, it makes increase of butter fats in milk cows.



**More
Milk
for
Every
Man
Who
Feeds
Gold
Coin
Cattle
Fat-
tener.**

**You Want to Make
Money and We
Will Help You.**

WRITE TO US.

MILK - CREAM - BUTTER - MONEY

All Greatly Increased by the Regular use of Gold Coin Cattle Food.

GOLD COIN CATTLE FATTENER.

2 3/4 pound package.....	.25	6 pound package.....	.50
25 pound pail.....	2 00	50 pound tub.....	3.75
100 pounds.....	7.00		

Made only by the

Gold Coin Stock Food Co.,

UNION STOCK YARDS, CHICAGO, U. S. A.

Factories and Order Department,
St. Paul, Minn.

S. W. Branch, Kansas City, Kan.,
Union Stock Yards, Exchange Bldg.



**YOU ARE
LOSING MONEY IF YOU
ARE NOT USING**



"GOLD COIN HORSE TONIC"

**YOU SHOULD
FEED IT EVERY DAY.**

**It Saves Grain. It Gives Better Endurance.
It Hardens the Muscles.**

Every person who has one or more horses, or mules should use "Gold Coin Horse Tonic." It will pay you well, by keeping your horse in constant working condition, to say nothing of the great saving of undigested feed. **TRY IT.**

PUT UP IN 4 SIZES. 25c, 50c, \$1.00, 25 lb. pail, \$3.25.

50 pounds.....\$6.25

100 pounds.....\$12.00



**MADE ONLY BY THE
GOLD COIN STOCK
FOOD CO.**

**UNION STOCK YARDS, CHICAGO, U. S. A.
Factory and Order Dept., St. Paul, Minn.
S. W. Dept., Kansas City,
Union Stock Yards, Exchg. Bldg.**





THE LATEST IMPROVED POULTRY FOOD
FOR ALL KINDS OF POULTRY



Chickens, Turkeys,
Ducks, Geese, Pigeons.

“EGG--A--DAY”

MAKES HENS LAY

It greatly increases egg production because it puts the stuff in the hens that makes an abundance of material for eggs.

If you want Eggs Feed “Gold Coin Egg-A-Day”

It not only increases egg production but it gives the eggs a most delicious flavor.

BROILERS ARE YOU RAISING “BROILERS” FOR THE EARLY MARKET, OR FOR A PRIVATE TRADE?

If so, you will learn that “Gold Coin Egg-A-Day” will nearly double your profits. It does it by extra rapid growth of bone and flesh, by preventing sickness, and loss by death, and by the juicy, tender, sweet taste and texture of the meat. You know that your customers like tender, delicious meat, better than though ill-tasting stuff. Gold Coin Egg-A-Day fed to the chicks you are raising for broilers, will impart a most delicious flavor which is characteristic only of the “Scientifically fed Fowl.” It is these scientifically fed chickens that the city people are willing to pay such high prices for.



YOU CERTAINLY WANT TO MAKE
EXTRA MONEY OUT OF
YOUR POULTRY

and we know you will if you use “Gold Coin Egg-A-Day”! Write us for particulars and prices in special offers.

Order now and you stand a good chance of
winning a fine draft team, free.



GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

Factory and Order Dept.,
St. Paul, Minn.

CAPITAL
\$3,000,000

S. W. Dept., Kansas City.
Union Stock Yards, Exchg. Bldg.

GOLD COIN CATTLE FATTENER

THE CATTLE RAISER'S GREATEST MONEY-MAKER



You are raising cattle to make money, therefore go at it right. You will double your profits if you will put "GOLD COIN CATTLE FATTENER" in their regular feed.



BY FAR THE BEST CATTLE FOOD SOLD ANYWHERE

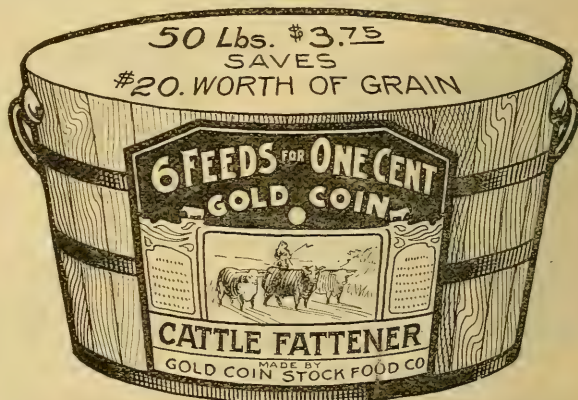
IT IS A QUICK FATTENER AND A GOOD MONEY-MAKER because it saves feed, by causing better digestion of food eaten. It sharpens the appetite, which makes the cattle eat up all the

rough fodder which would otherwise go to waste, and thus requiring less feed. IT FATTENS IN 30 TO 40 DAYS less time, and in that way also makes a great saving of feed and work. Young steers that are fed on GOLD COIN CATTLE FATTENER from young up

WILL WEIGH 1200 TO 1400 AT 18 MONTHS, WHILE THE OLD METHOD OF FEEDING TAKES 3 YEARS

A year and a half feed and work saved.

We want to see you make extra money by using GOLD COIN CATTLE FATTENER. Write to us and we will supply you with it.



GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

Factories and Order Dept.
St. Paul, Minn.

S. W. Dept. Kansas City Stock Yards
Exchange Bldg.

GOLD COIN HOG FATTENER



FATTENS HOGS IN HALF
THE USUAL TIME.

MAKES THE PORK MORE
HEALTHFUL

AND GIVES IT A HIGHER VALUE—
GREATER DEMAND



“GOLD COIN HOG FATTENER”

WILL HELP YOU MAKE MORE MONEY

By Quick Fattening———Rapid Growth———Saving of Feed

If it helps you make **MONEY**, you want it, don't you?

Get yourself on a scientific basis and you will make more money. The regular use of GOLD COIN HOG FATTENER will put you on a scientific basis because it is a scientific FOOD, made for a scientific purpose. The application of scientific methods in hog raising is sure to make you extra profits. GOLD COIN HOG FATTENER is a scientific Food, therefore, to do scientific feeding you only need to use a measureful of GOLD COIN HOG FATTENER twice a day in the regular feed and you will be doing the most scientific feeding possible . . . and scientifically fed hogs are in great demand. High prices are being paid for them.



GOLD COIN STOCK FOOD CO.

Union Stock Yards, Chicago, U. S. A.

FACTORIES AND ORDER DEPT.
ST. PAUL, MINN.

S. W. DEPT. KANSAS CITY STOCK YARDS
EXCHANGE BLDG.



YOU WILL
SURELY MAKE MORE
MONEY
IF YOU FEED



GOLD COIN HORSE TONIC

THAN IF YOU DON'T.

IT SAVES FEED.

It Gives Greater Endurance—It Hardens the Muscles.

FARM AND DRAFT HORSES.

All heavy horses will do better if fed a little "Horse Tonic." They will be more willing workers, with greater power of endurance. Try it.

IT IS FINE FOR COACH HORSES.

Gold Coin Horse Tonic puts more life and action in coach horses. It creates greater speed and ability. All coach horses should have it every day.

"Gold Coin Horse Tonic" The Cheapest and BEST Stock Food on the Market.

RACE HORSES.

Gold Coin Horse Tonic is very valuable at the track. It puts the spirit, power and "go" in horses that makes them excellent racers. It wins.

FEED IT TO COLTS.

It makes colts grow up with strong constitutions, making better horses of them all their lives. It causes rapid bone and muscle growth. Try it on your colts.

We Want to See YOU Make Extra Money by Using "Gold Coin Horse Tonic." Send for Some at Once.



1 1-4 pound Package,	-	-	25c
2 3-4 pound Package,	-	-	50c
6 pound Package,	-	-	\$1.00
25 pound Pail,	-	-	3.25
50 pound Tub,	-	-	6.25
100 pound Barrels,	-	-	12.00



MADE ONLY BY THE

GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

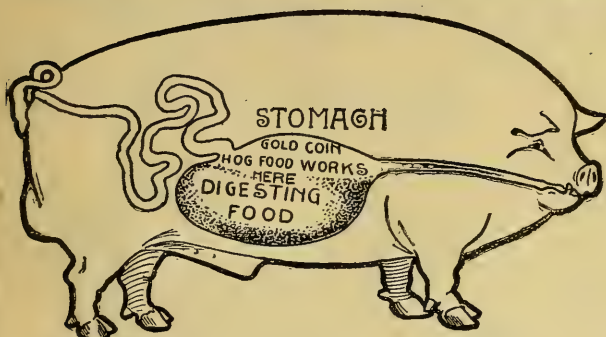
SAINT PAUL, MINNESOTA.

KANSAS CITY, KANSAS.

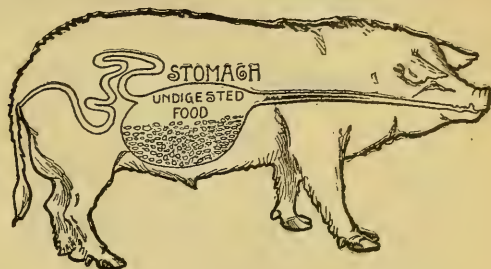
If You Order Now You Stand a Good Chance of Winning a Fine DRAFT TEAM FREE.

CHOLERA KILLS!! CHOLERA KILLS!!

YOUR WHOLE HERD MAY DIE IN A WEEK!



Good digestion means a strong constitution, pure blood and a healthy system. **Gold Coin Hog Fattener** is scientifically prepared to make a powerful digestion in the hog. It saves feed, it purifies the blood, and causes rapid and enormous growth. It pays big to feed it. It prevents Hog Cholera.



Poor digestion always means small, weak, unthrifty hogs. No hog need have poor digestion. **Gold Coin Hog Fattener** is made especially for such hogs. It will stimulate digestion, regulate the system, purify the blood and make the hog grow. It will make any hog grow large and healthy. It is guaranteed to make extra money for the hog-raiser who uses it. Have you tried it?

HOW TO PREVENT HOG CHOLERA!

TO PREVENT AND CURE HOG CHOLERA IS THE ONE GREAT THING EVERY HOG-RAISER MUST KEEP UPPERMOST IN HIS MIND.

KILL
THE
CHOLERA
GERMS
WITH
"GOLD COIN
GERM
KILLER"
AND 

To Save All Your Hogs means Great Profit; to Lose Only a Few Hogs Means Loss of Nearly All Your Profit for the Year.

HOG CHOLERA CAN BE PREVENTED EVERY TIME
by proper disinfection with the famous

"GOLD COIN GERM KILLER"

which kills the Cholera Germs, and the regular use of "Gold Coin Hog Fattener" to purify the blood and strengthen the constitution.

KEEP THE
BLOOD PURE
BY USING
"GOLD COIN
HOG
FATTENER"
IT
PREVENTS
DISEASES

DON'T LET YOUR HOGS ALL DIE OF CHOLERA! YOU CAN SAVE THEM!!

Just give each hog a measureful of "Gold Coin Hog Food" twice a day, and keep the pens disinfected with "Gold Coin Germ Killer." It makes the most scientific Hog Cholera treatment known, and will prevent and cure where all else fails. Don't fail to try it. It is guaranteed the greatest pig-grower ever invented. Try it!

"Germ Killer" is sold in 25c, 50c, and 75c cans. Gal. cans \$1.50.

"Hog Food," 25c and 50c packages; 25-lb pail \$2.00; 50-lb tub \$3.75.

GOLD COIN STOCK FOOD CO.

ST. PAUL, MINN.

CHICAGO, ILL.

KANSAS CITY, KAN.

WHAT GOLD COIN GERM KILLER WILL DO.

VETERINARY USES:

IT DESTROYS CHOLERA GERMS. IT PREVENTS DISEASES. IT CURES SORES AND WOUNDS. IT DRIVES AWAY FLIES AND INSECTS. IT IS THE BEST DISINFECTANT MADE.

Its regular use will save you hundreds of dollars by keeping your stock free from disease.

"GOLD COIN GERM KILLER" prevents and cures hog cholera.



USE IT AROUND YOUR PIG PENS. IT CURES AND PREVENTS HOG CHOLERA.

Using "GOLD COIN GERM KILLER" to drive away flies



"GOLD COIN GERM KILLER" keeps away sheep diseases.



Sprinkling "GERM KILLER" around cattle barns to prevent cattle diseases

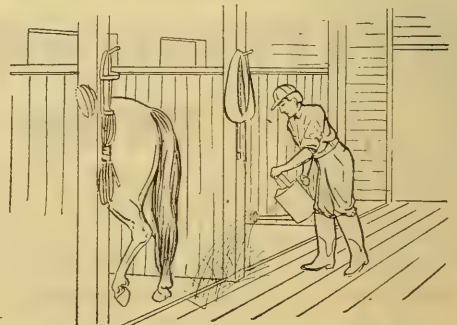


SPRINKLE IT AROUND YOUR CATTLE BARN. IT PREVENTS DISEASE.

"GOLD COIN GERM KILLER" prevents and cures chicken cholera, roup etc.



"GOLD COIN GERM KILLER" keeps away diseases, and gives the barn pure clean odor



When you want a good disinfectant buy "Gold Coin Germ Killer." We guarantee it to be the BEST disinfectant made. It is the cheapest and goes the farthest. A 50c can makes 50 gallons ready for use. Write us at once. We pay the freight on all orders of a gallon or over. Price 50c. per gallon. Also put up in 25c., 50c., and 75c. cans.

For Household Uses see next page.

GOLD COIN GERM KILLER.

HOUSEHOLD USES:

IT KEEPS AWAY ALL CONTAGIOUS DISEASES. IT PURIFIES THE AIR IN THE SICK ROOM. IT CLEANSSES AND PURIFIES WATER CLOSETS AND DRAINS. IT DRIVES AWAY ALL INSECTS AND VERMIN. IT IS DEATH TO ROACHES, ANTS AND BED BUGS.

Use "GOLD COIN GERM KILLER" to keep the air purified in the sick room.



Don't let disease Germs collect in any part of your house. "GERM KILLER" destroys them.



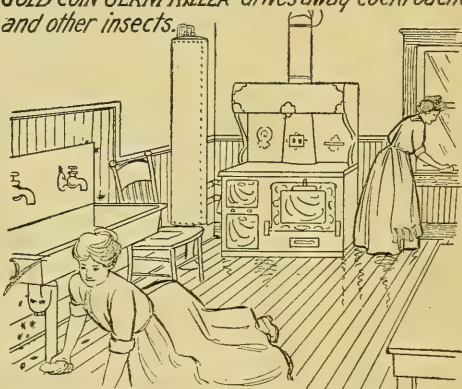
"GOLD COIN GERM KILLER" kills and drives away bed bugs



Use a weak solution of "GERM KILLER" to wash wood work and floors. It purifies and cleanses. Especially after sickness. It does not injure paint.



"GOLD COIN GERM KILLER" drives away cockroaches and other insects.



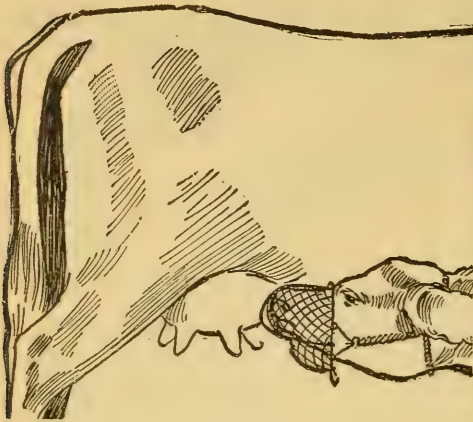
"GOLD COIN GERM KILLER" drives away rats, mice and other vermin



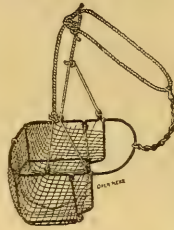
Every household should have a good sized can of "Germ Killer" on hand all the time, and use it freely. It will purify the air in the entire house and keep away disease germs. It is better to use "Gold Coin Germ Killer" than any other Disinfectant now on the market, because it is cheaper, it is stronger and therefore goes farther. It is not dangerous to have around the house, as it is non-irritating and non-poisonous. Write us at once. We pay the freight on all orders of a gallon or over. Price \$1.50 per gallon. Also put up in 25c., 50c., and 75c. cans. Made only by the

Gold Coin Stock Food Co.
CHICAGO. ST. PAUL, MINN. KANSAS CITY, KAN.

THE GOLD COIN WEANER



Position when calf is trying to suck. Calf cannot suck or hurt its mother or itself, as there are no prongs, but it can eat on the ground or in a box.



THE BEST WEANER

EVER MADE

FOR CALVES, COLTS
OR COWS.

Over 200,000 in Use.



Position when eating grass, grain or hay. Cow can eat but cannot suck herself.

THE ONLY SUCCESSFUL WEANER IN THE WORLD—WHY?

1. Put the Weaner on the colts or calves and turn them loose with their mothers. They can not suck nor hurt their mothers nor themselves, as there are no prongs.
2. They can eat grass, hay or grain on the ground, and drink water or milk without trouble. You will not need a colt or calf pasture when you use the Gold Coin Weaner.
3. No cow can suck herself or any other cows, but can eat ear-corn or bran in box, also grass or hay.
4. It will wean colts as well as calves.
5. To break a horse of cribbing, or to prevent a vicious horse from biting it has no equal, but will allow them to eat and drink with ease.
6. Put large size on horses when you plow corn the last time, or cut fodder or pick sweet corn, or husk field corn, and they cannot eat the corn, as it is impossible for an animal to eat anything that stands up, such as corn, trees, etc.
7. If your cornfield has grass in it after the corn has grown, put the Weaner on the animals and turn them loose in the cornfield. They cannot eat the corn, but will eat the grass; of course, if they find corn on the ground they will eat it.

THE ADVANTAGES OF A GOOD WEANER.

If you have a first-class milk cow that sucks herself put a **Gold Coin Cow Weaner** on her, and save \$1.00 worth of milk the first week. Veterinaries say, as a rule, all cows that suck themselves are first-class milkers. Because their udder gets so full of milk it pains them, and they lick the udder with their tongue to relieve the pain, and in this way get a taste of the milk and they suck themselves, and finds it relieves them. Once they get in this bad habit, some farmers have told me that there was only one way to break them, and that was to cut their throats, as they had tried nearly everything; but after trying the **Gold Coin Cow Weaner** they acknowledged they were mistaken. which you will see in some of their testimonials in our circulars.

Put No. 1 **CALF WEANER** on a colt or calf, and turn it loose in pasture with its mother, no matter if the fence has but two wires, the calf or colt will not leave its mother but will be contented, and the cow will be contented, and it will learn to eat grass much quicker than it would by itself or even in calf-pasture with lots of other calves; and you all know when two or more calves are in the calf-pasture together they learn that awful bad habit of sucking one another's ears, etc., and they never do well, and if you tie your calf with a rope, it will run around and twist the rope until it chokes itself most to death; and how cruel it would be to give the flies such an advantage over the poor calf.

It will save annoyance of calves and cows bellowing all day and night, which injures them both.

The **Gold Coin Weaner** is better than a calf pasture itself.

The Weaners are made of the best steel wire and dipped in hot tin after they are made, so they will not rust and also makes them very solid and strong, as the frame wire is braced in such a way that it is impossible for it to break. It will wear for several years.

RETAIL PRICES:

No. 0 for Calf or Colt 1 day to 4 months old, with halters, complete..... 35c
No. 1 for small Calf or Colt 1 day to 4 months old, with halters, complete..... 50c

No. 2 for two-year old or Jersey cow, with halters, complete..... 65c
No. 3 for big cow or horse, with halter, complete..... 75c

The Two Small Sizes are the Best and Handiest Dog Muzzles you have ever tried.

Write us direct, and we will send you what weaners you need at the above prices. They are sold on our **Spot Cash Guarantee** to just as we claim for them.

Gold Coin Stock Food Co.

CHICAGO, ST. PAUL AND KANSAS CITY.

CAPITAL, \$3,000,000.00

"Gold Coin Cold and Distemper Cure"

**DON'T NEGLECT
A COLD.
IF IT TURNS INTO
PNEUMONIA
IT MAY KILL YOUR
HORSE**



**A GUARANTEED
CURE
FOR COLDS
AND
DISTEMPER**

A small dose of "Cold Cure" in time will often avert a serious disease, and save the life of the animal.

A "Cold Cure" like this is always handy around a barn. It is cheap, and will ward off many an attack of Pneumonia.

PRICE 50c.

"Gold Coin Cold and Distemper Cure" WILL PREVENT AND CURE A COLD.

**IT CURES DISTEMPER, COUGHS, COLDS, SORE THROAT, PINK EYE, EPIZOOTIC, ETC.,
IN HORSES, COLTS, CATTLE, SHEEP, HOGS, ETC. PRICE, 50C PER PACKAGE.**

TO CURE DISTEMPER.



IT CURES DISTEMPER
IN CATTLE

At the very first signs of the disease give one tablespoonful every two hours. This may ward off the disease. If not, then give the animal one tablespoonful three times a day, wet up with the regular feed, until cured. You will find this a most excellent remedy for distemper. There is no other cold and distemper cure on the market to compare with it. **For Colts:** Give only one teaspoonful to the dose. Remember, this remedy is sold on a guarantee to give satisfaction or money refunded.



IT CURES DISTEMPER,
EPIZOOTIC, ETC.

TO CURE COLDS AND COUGHS.

For Grown Animals: Give two tablespoonfuls four times a day, if the case is severe, and as soon as improved reduce to one tablespoonful twice a day until cured. This will effect a cure where other remedies utterly fail. Give it a trial and you will never use any other.

TO PREVENT PNEUMONIA.

As soon as you notice the first signs of pneumonia, that is, shivering, feverishness, etc., give one tablespoonful of "Gold Coin Cold and Distemper Cure" every hour for four or five hours, or until the animal is improved, and then give one tablespoonful three times a day until entirely well. This treatment has saved many a horse's life.



PRICE 50c.



PRICE 50c.

MADE ONLY
BY THE

ST. PAUL, MINN.

GOLD COIN STOCK FOOD CO.

CHICAGO, ILL.

KANSAS CITY, KAN.

"GOLD COIN RAPID"

LARGE CAN, 25 Cents

THE BEST IN THE WORLD. THE



Use it for washing floors and windows.

"GOLD
COIN
RAPID
CLEANER
SOAP"

THE
BEST
PUREST
CLEAN-
EST
SOAP



Use Gold Coin Cleaner Soap for the bath.



Use it for cleaning straw and felt hats.

REMOVES
INK
STAINS

RUST

PAINT

GREASE
SPOTS



Use it for cleaning parlor cars.

CLEANS
SILKS

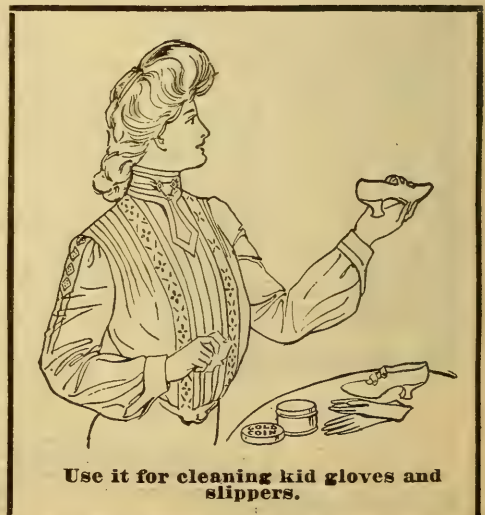
SATINS

LACE

SOLD
ON
SPOT
CASH
GUAR-
ANTEE



Use it for cleaning lace curtains.



Use it for cleaning kid gloves and slippers.

CLEANER SOAP

PUREST, CHEAPEST, AND CLEANEST MADE.

LARGE CAN, 25 Cents



**"GOLD
COIN
RAPID
CLEANER
SOAP"**

**TAKES
SPOTS
OUT OF
CLOTHES**

**NECK-
TIES**

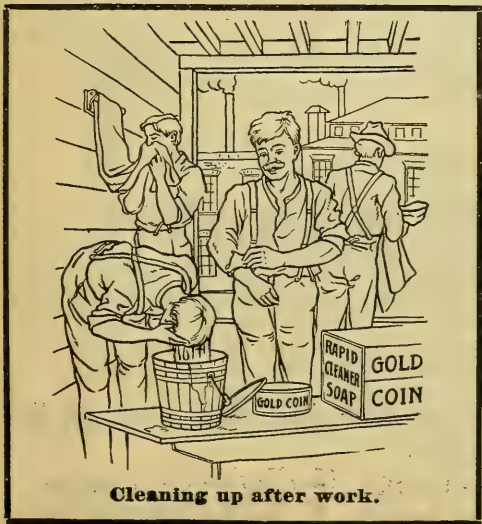
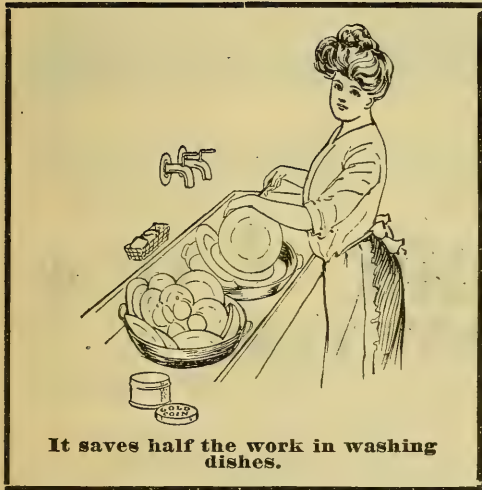
COLLARS

**LACE
COLLARS
AND
CUFFS**

**CLEANS
CAR
PLUSH
AND**

**TAKES
FRUIT
STAINS
OUT OF
CHILD-
RENS
CLOTHES**

**CLEANS
HAIR
BRUSHES
AND
COMBS**



50c worth of "Gold Coin Colic Cure" would have saved \$150.00. Gold Coin Colic Cure is sold on a guarantee to cure.

"Gold Coin Colic Cure" is put up in long neck bottles, ready for instant use. The **BEST** Colic Cure made.



The medicine from town comes too late. The horse is dead. "The loss is heavy."

We always use "Gold Coin Colic Cure" when we see the first sign of colic. We keep it on hand all the time. Wise people keep "Gold Coin Colic Cure" on hand ready for use, and thus save their horses.

Gold Coin Colic Cure

THE GREAT 5 MINUTE CURE.

THE BEST, QUICKEST AND MOST CERTAIN CURE ON THE MARKET

Colic is a dangerous disease. You may lose your most valuable horse in 30 Minutes. You can't afford to take such risks. Prepare yourself against loss by keeping a bottle of "Gold Coin Colic Cure" on hand all the time. It is put up in such a way that it will keep indefinitely, and yet is ready for instant use the moment you pull the cork. There is no mixing or diluting with water, give it quickly just as it is. It will do the work, we guarantee it. The life of the animal depends upon getting the remedy in time.

50c and
\$1.00 Per
Bottle.

**IT IS MADE OF THE PUREST INGREDIENTS. SOLD ONLY ON
A POSITIVE GUARANTEE.**

50c and
\$1.00 Per
Bottle.

You can't afford to use anything but a guaranteed colic cure. Because, when your horse has colic you want something safe and certain, and you want it quick. You want something that gives quick action. Such a remedy you will find in "Gold Coin Colic Cure."

GUARANTEED TO POSSESS THE HIGHEST CURATIVE POWERS.

If it ever fails to give perfect satisfaction, or to effect a cure, we will promptly refund your money. We know, and every intelligent person knows that some odd cases of colic are absolutely incurable, even when experienced veterinarians are in attendance from beginning to end. Colic is a dangerous disease. It kills more horses than all other common diseases combined. Therefore always give it prompt attention. You can't waste time sending to town for a colic cure or a veterinary. The horse may die before relief is obtained. We guarantee "Gold Coin Colic Cure" to be a specific for

**GAS COLIC, WIND COLIC, SPASMODIC COLIC, BLOAT, GRAIN FOUNDER, KIDNEY COLIC, STOPPAGE OF
WATER AND ACUTE INDIGESTION.**

MADE ONLY BY

GOLD COIN STOCK FOOD CO.

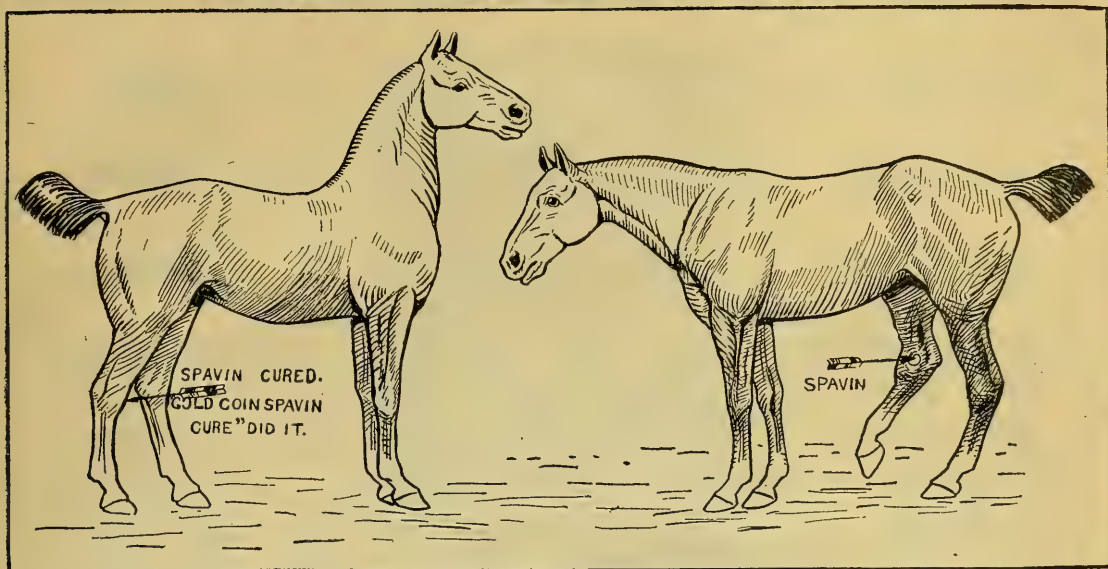
CHICAGO.

ST. PAUL.

KANSAS CITY.

THE GREAT SPAVIN CURE

Which Horse would you rather have?



Don't you think this horse is worth at least \$50.00 more than the other?

\$1.50 worth of "Gold Coin Spavin Cure" will cure any ordinary spavin. Sold on a guarantee. Try it if your horse is spavined.

"Gold Coin Resolvent Spavin Cure"

PRICE ONLY \$1.50 PER BOTTLE.

ONE BOTTLE CURES TWO, THREE OR MORE CURABLE SPAVINS

FULL DIRECTIONS ON EVERY PACKAGE

IT ALSO CURES

GURB, RING BONE, SPLINT, HARD OR SOFT SWELLINGS, STOCKING, WIND GALLS, ENLARGED JOINTS, INFLAMMATION OF TENDONS, OR SORENESS OF THE TENDONS, CHAPPED HOCKS AND ELBOWS, ENLARGED GLANDS, WARTS, SPRAINS, HARD AND SOFT SPAVINS.

GOLD COIN CASH GUARANTEE

We refund your money if our "Resolvent Spavin Cure" ever fails. In many cases of long-standing spavin or hard swelling the bunch cannot be removed, but the lameness will be stopped. But of all spavin cures now on the market "Gold Coin Resolvent Spavin Cure" is the most satisfactory of all. Horse-men who have tried other kinds say that this is by far the **BEST** Spavin Cure ever discovered. It does not injure the skin or leave a scar. If you have a spavined horse or a horse with any kind of swelling try it on our Spot Cash Guarantee.

GOLD COIN STOCK FOOD CO.

CAPITAL, \$3,000,000.00

ST. PAUL.

CHICAGO, U. S. A.

KANSAS CITY.

GOLD COIN LOUSE KILLER

**Your Hens
will Lay
Better if
not covered
with Lice.
It is
Germicidal
and
Disinfectant.**



Price 25c.

**The
BEST
and
CHEAPEST
Louse
Killer
on
the
Market.**

IT DRIVES AWAY AND KILLS TICKS, LICE OR FLEAS, ETC., ON HORSES, CATTLE, SHEEP, POULTRY, PIGEONS, HOGS, DOGS, ETC.

It will not injure the hair or feathers. It is perfectly harmless and yet is the most effective "louse killer" now on the market. It is very easy to use, being a dry powder put up in a regular sifting can. You simply dust it onto the poultry or animals. It will drive and kill all lice. We guarantee it. Money refunded if it ever fails. It also kills moths, plant lice, etc.

FOR FURS. For furs and other winter clothes which are packed away during the summer, nothing is nicer to sprinkle them with than "Gold Coin Louse Killer." It will keep moths from destroying the goods and save you much money.

FOR CARPETS AND RUGS. Dust the floors before laying the carpets. It will keep out all moths, bugs, etc.

FOR PLANTS AND FLOWERS. Dust the plants while they are damp, as after being "watered," after a rain, or while the dew is still on them. Delicate house plants should have the powder washed off after a few hours.

SOLD ON A POSITIVE GUARANTEE OR MONEY REFUNDED.

If you are in need of a good "Louse Killer" it will pay you to write us direct. We will supply you. Don't use worthless substitutes. We will send you the genuine.

GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

SAINT PAUL, MINNESOTA.

CAPITAL \$3,000,000.00

KANSAS CITY, KANSAS.

WORK YOUR HORSES EVERY DAY



"GOLD COIN GALL CURE"

CURES WHILE AT WORK OR AT REST

Don't lose money with an idle horse, use "Gold Coin Gall Cure" and work him every day.

IT QUICKLY CURES

SHOULDER SORES, SADDLE SORES, CUTS, BRUISES, SORE TEATS,
SORE MOUTHS AND SORE NECKS

**Sold on a positive guarantee to
refund money if it ever fails**

A good Gall Cure and Healing Salve like this is always handy around the farm, to apply at once if any of your stock are hurt or injured, as from horse kicks, bunts, nail scratches, etc. It contains no injurious or poisonous ingredients. It can be used for man or beast. It has no equal on the market. It is the safest, surest, cheapest and goes the farthest.

The Largest Cans for the Money

25c and 50c sizes.

The Largest Cans for the Money

If your dealer does not handle it write us, enclosing 25c and the dealer's name, and we will send you a box postage paid. When you ask for Gold Coin preparations, don't let the dealer "sell" you something else, insist on having the genuine Gold Coin products. It will pay you. They are the BEST.

Gold Coin Stock Food Co.

Capital, \$3,000,000.00

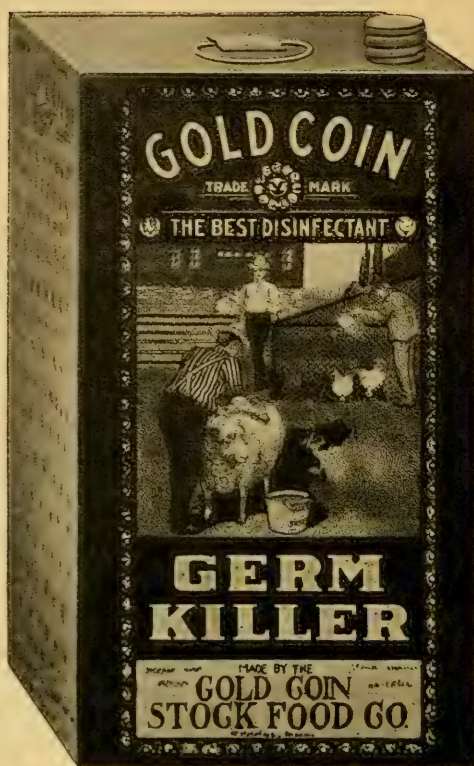
ST. PAUL

CHICAGO, U. S. A.

KANSAS CITY

"GOLD COIN GERM KILLER."

IT
KILLS
DISEASE GERMS
AND
PREVENTS
DISEASES.
NON-POISONOUS.
AND
COSTS ONLY
1 CENT
A
GALLON



A
NEW
DISINFECTANT
THE
STRONGEST
CHEAPEST
AND
BEST
DISINFECTANT
MADE

A 50-CENT CAN MAKES 50 GALLONS READY FOR USE.

It is cheaper than other Disinfectants because it goes farther

IT DRIVES AWAY DISEASES BECAUSE IT KILLS ALL GERMS AND MICROBES.

USE "GOLD COIN GERM KILLER"

to disinfect your horse stables—it will keep the "nasty barn smell" out of your clothes. Use it to prevent contagious diseases from getting among your stock. Use it to kill Lice, Fleas, Ticks, Mites, etc., on Horses, Cattle, Sheep, Hogs, Dogs, Poultry, Pigeons, etc. Use it to cure Ring Worm, Scab, Screw Worms, Maggots, Foot Rot, Texas Fever, Thrush, Grease Heel, Consumption, Tuberculosis and such diseases. It is the strongest disinfectant known. It is guaranteed by the Gold Coin Stock Food Co.

**USE IT TO
CURE HOG CHOLERA**

**USE IT TO
CURE CHICKEN CHOLERA**

THIS "GERM KILLER" KILLS THE GERMS OF CHOLERA AND CURES THE DISEASE.

HOUSEHOLD USES

Use it to cleanse Sinks, Cess Pools, Urinals, Water Closets, Garbage Deposits, Drains, Soil Pipes, etc. Use it to destroy Disease Germs, as Typhoid Fever, Diphtheria, Pneumonia, Scarlet Fever, etc. Use it to kill Flies, Ants, Fleas, Worms, Bugs, Plant Lice, Roaches, Bed Bugs and all vermin. Use it to kill Potato Bugs—it is cheaper and safer than Paris Green. See "Book of Directions" for full instructions for all uses.

SOLD ON A POSITIVE GUARANTEE—Don't accept substitutes. No disinfectant can take the place of this "Germ Killer." The disinfectants are not half as good. Gold Coin Germ Killer is guaranteed.

GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

Factories and Order Department,
St. Paul, Minn.

CAPITAL
\$3,000,000.00

S. W. Dept., Kansas City.
Union Stock Yards, Exchg. Bldg.

GOLD COIN FOOT REMEDY



The Best Foot Remedy on the Market Today.

It Cures Sore Feet and Makes Hoofs Grow Fast.

A Very Superior FOOT REMEDY for All Diseases of the Hoof.

It Makes the Best Hoof Packing Ever Known.

The Quickest FOOT GROWER Ever Discovered.

It Will Grow an Entirely New Hoof in a Very Short Time

Makes the Hoof Tough, Firm and Elastic

Fire Engine Companies and Express Companies buy "Gold Coin Foot Remedy" in 100-gallon lots to keep their horses feet healthy, and to make Hoof Packing.

TO CURE CORNS.

You can always cure corns by using "Gold Coin Foot Remedy" two or three times a day. Pare away the hoof over the corn, and in a few showings the corn will be cured.

THE CARE OF HORSES FEET.

To keep horses feet in healthy condition you must keep them growing. Wash the feet with water and soap, wipe dry and apply "Gold Coin Foot Remedy" twice a day, to the inside and outside of the foot, and thoroughly to the frog. This will cause rapid growth, and keep the feet sound and in good working condition.

SCRATCHES, THRUSH, GREASE HEEL.

Wash the affected parts thoroughly with warm water and soap, and apply "Gold Coin Foot Remedy" twice or three times a day. It will cure.

SORE, TENDER FEET.

Nothing in the world cures lameness so nicely as "Gold Coin Foot Remedy." It takes out all the heat and inflammation, and makes the hoofs tough, firm and elastic. For tender feet, apply the Remedy three times a day.

TO CURE NAIL INJURIES.

Pull out the nail. Wash the wound out. Enlarge the opening and pour in the Foot Remedy and pack the hoof as described in next column.

SOUND FEET ARE THE FOUNDATION OF A GOOD HORSE.

No matter how valuable a horse may be, if his feet are sore and tender, or are diseased in any way, he is a "White Elephant" on your hands.

Full directions for the cure of all Foot Diseases given on every can of "Gold Coin Foot Remedy."

SOLD ONLY ON SPOT CASH GUARANTEE.

Prepared in 50c and \$1.00 Cans. For large quantities write for special prices. Made only by the

GOLD COIN STOCK FOOD CO.

TO MAKE A FINE HOOF PACKING.

The cheapest and best "Hoof Packing" can be made by mixing shorts or bran into a paste with "Gold Coin Remedy." Apply this paste into the bottom of the hoof once a day, or as often as desired. It is cooling, soothing and healing, and will promote rapid growth of the hoof. It keeps it tough, elastic and firm. It is cheaper than any "Hoof Packing," such as clay, stone, and other water packings, and never causes brittleness of the hoof, as they do. Practical horsemen like this Hoof Packing better than any other.

TO CURE CRACKED OR BRITTLE HOOFES.

Use the above "Hoof Packing" every night. Renew the Packing every morning and apply the "Foot Remedy" thoroughly all over the foot, inside and out, three times a day. This will keep the foot growing rapidly and effect a cure. See directions on can.

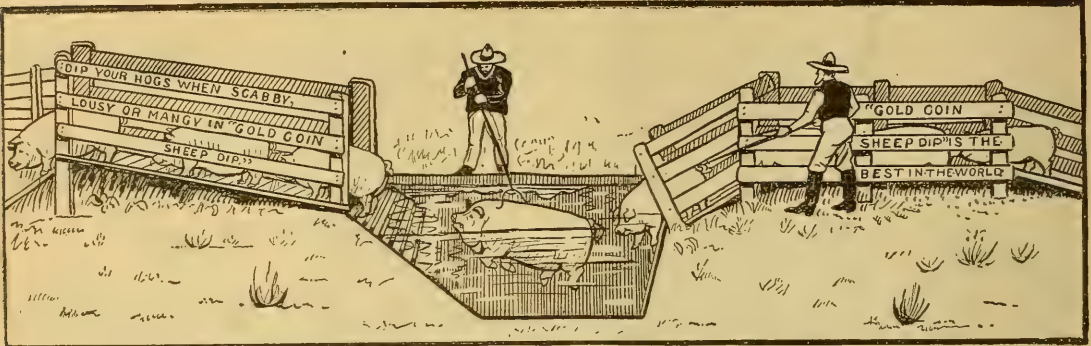
TO CURE CONTRACTED FEET.

Wash the feet with warm water and soap, open the quarters and apply "Gold Coin Foot Remedy" inside and outside three times a day. Pack the feet every night, as directed above. Shoe in such a way, with "tips" or bar-shoes, as to allow good pressure of the frog which will spread the heels. After cured continue the use of the "Foot Remedy" to keep the feet well.

"GOLD COIN SHEEP DIP"

KILLS SCAB, MITES, LICE, TICKS, RINGWORM, ETC.

ON SHEEP, CATTLE, SWINE AND ALL OTHER ANIMALS.



Dipping Hogs with "Gold Coin Dip." Using a Gold Coin Galvanized Steel Vat.

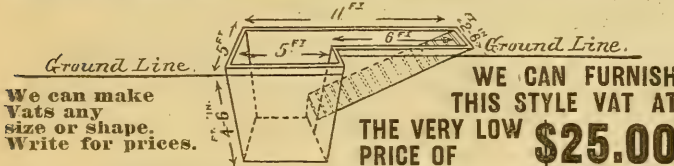
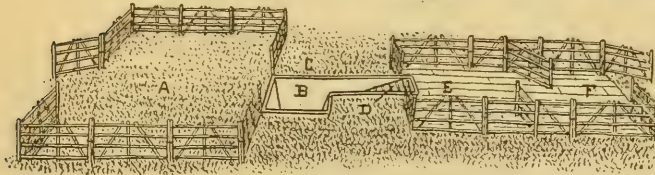
We can furnish the above vat at only \$14.50. This makes the cheapest and most useful vat on the market. Size, 10 ft. long at top, 5 ft. long at bottom; 2 ft. wide at top, 1 ft. wide at bottom and 4 ft. deep. Being made of the strongest galvanized steel, these vats are very durable, and cannot warp or leak as wooden vats usually do. Write for particulars.

"Gold Coin Sheep Dip" is a new scientific "Dip" founded on scientific principles and does what other dips now on the market will not do. It is **cheaper, stronger and safer** than any other "dip." It goes farther. We can sell it to you cheaper than you can make up a "dip" for yourself. Gold Coin is strong yet harmless to stock. It is healing as well as antiseptic. It is guaranteed to **kill** lice, ticks and mites—to **cure** scab, mange, itch and **heal** cuts, sores, wounds, etc. It is **antiseptic, non-poisonous** and **non-irritating**, yet it cures all skin diseases and kills all pests and parasites.

COMPARE OUR PRICES WITH OTHER DIPS AND DISINFECTANTS.

"GOLD COIN DIP" IS THE CHEAPEST AND BEST.

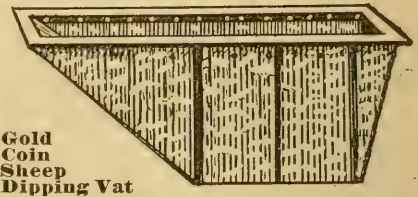
ONE GALLON, \$1.40—5 GALLONS, \$6.00—10 GALLONS, \$11.00—20 GALLONS, \$20.00
100 GALLONS, 68 CENTS PER GALLON.



After U. S. Bureau of Animal Industry.

A SMALL DIPPING PLANT. A, Connecting Yard. B, Dipping Vat. C, Place for man with fork. D, Incline, with cross cleats, to draining pens E and F. Lower diagram gives dimensions of the vat.

Many of the "Dips" and "Disinfectants" used as sheep dips, now on the market, and used by many Stockmen contain Caustic Soda. If these stockmen were chemists and knew what effect Caustic Soda has on the growth of hair they would stop using it at once. If a man's head is shampooed frequently with a solution of Caustic Soda he will become bald in a short time. It takes all the oil out of the hair and injures the roots. It does the same to sheep. It takes out the oil which means less weight and less profit for you, and the injury done to the roots means a smaller yield of wool the following season. **Beware of such preparations.** "Gold Coin Sheep Dip" is prepared with those points in view. It does not touch the oil. Remember the oil is quite an item in the weight of wool, and it does not injure the hair follicles, therefore it allows you full weight, and does not decrease the yield of wool the following season, on the contrary, being a good antiseptic healer and stimulant, it's tendency is to increase the growth of wool. We have endeavored to make "Gold Coin Sheep Dip" a money-maker for the sheep-raiser as well as a Louse, Tick, Scab and Ringworm Killer. Try it on our guarantee.



Gold Coin Sheep Dipping Vat

OUR WHOLESALE PRICE **\$12.50**

Write for special prices on larger vats.

When you "dip" your sheep be sure to use a good "Dip." "Gold Coin Sheep Dip" is guaranteed. It is the best.

GOLD COIN STOCK FOOD CO.

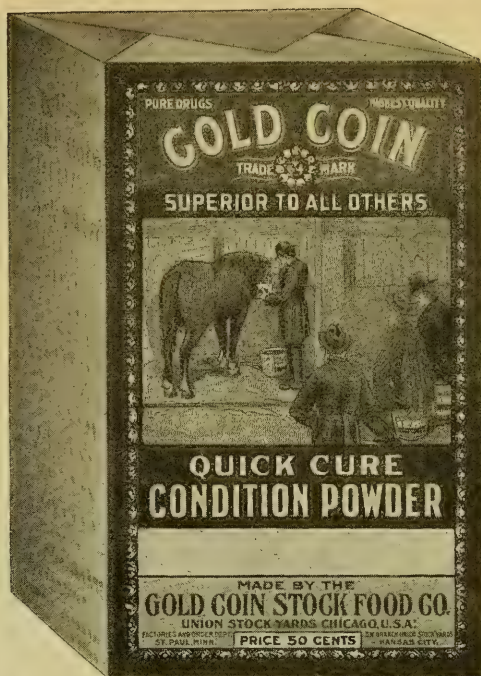
ST. PAUL, MINN.

CHICAGO, U. S. A.

KANSAS CITY, KANS.

GOLD COIN CONDITION POWDER

**YOU
NEED A GOOD
CONDITION
POWDER
LIKE GOLD COIN
CONDITION
POWDER
ON HAND ALL
THE TIME.
—
IT SAVES LIVES.**



**A
CONDITION
POWDER
OF THE HIGHEST
QUALITY
—
IT IS A
SUPERIOR
MEDICINE
FOR SICK ANIMALS**

IT IS A MEDICINE NOT A FOOD

When any of your stock are sick you want a
GOOD MEDICINE on hand to give them.

**“GOLD COIN QUICK CURE CONDITION POWDER”
— IS WHAT YOU WANT. —**

IT CURES SICK STOCK---AND IT CURES QUICK.

It cures quick because it is compounded so as to regulate the kidneys, open the sweat pores, cool the blood, quiet the nerves, regulate the heart action, and do those things quickly which should be done to every sick animal at the commencement of any disease. It will ward off almost any disease, and if continued according to directions will **CURE**.

FULL DIRECTIONS FOR CURES ON EVERY PACKAGE

— PRICE ONLY 50 CENTS. —

If you have any sick stock try “Gold Coin Condition Powder”, it will pay you to do it as it is far the best medicine you can use. Don't accept worthless substitutes, we can furnish you with the genuine article. Write us direct.

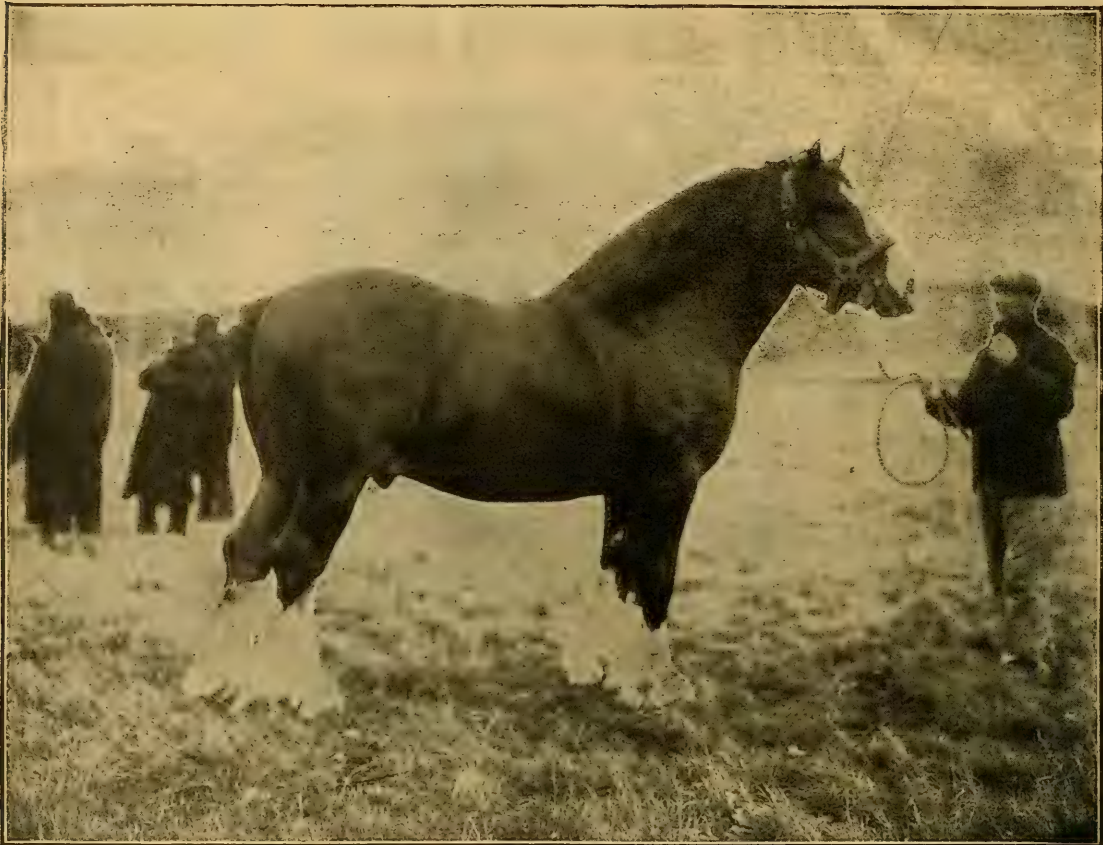
**MADE ONLY BY THE
GOLD COIN STOCK FOOD CO.**

UNION STOCK YARDS, CHICAGO, U. S. A.

**Factories and Order Department,
St. Paul, Minn.**

**CAPITAL
\$3,000,000.00**

**S. W. Dept., Kansas City.
Union Stock Yards, Exchg. Bldg.**



Champion Clydesdale Stallion, owned by N. P. Clark,
St. Cloud, Minn.,

Pleasant Prince (No. 10835), Winner of Sweepstakes at Chicago
Fat Stock Exhibition, 1903.

GOLD COIN COMPOUND LINIMENT.

THE BEST HORSE LINIMENT MADE.

THE WORLD'S GREATEST CURE FOR LAMENESS.

In all cases of Lameness rub the affected part thoroughly with the "Liniment," and if a blister is desired bandage over it. But do not bandage unless you do want a blister. A blister is usually desired where there is inflammation of bone, especially chronic inflammation.

It Does the Work and Does It Quick.

It is a guaranteed cure for Curb, Splint, Strained Tendons, Rheumatism, Sprung Knee, Ring Bone and all hard or old swellings. Try it on our Cash Guarantee. Only costs 50c for large bottle and your money back if it fails.

GOLD COIN STOCK FOOD CO.

ST. PAUL, MINN.

CHICAGO, ILL.

KANSAS CITY, KAN.



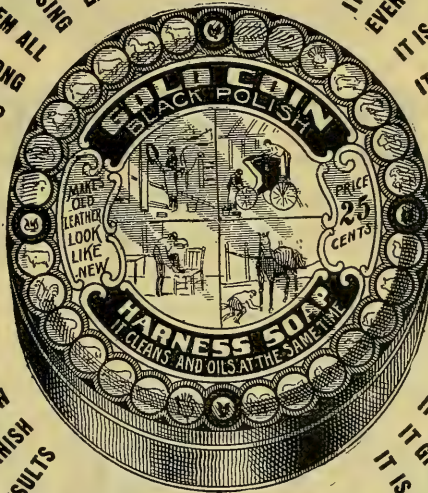
PRICE 50C.

"GOLD COIN HARNESS SOAP"

AN EXCELLENT HARNESS SOAP

For general use around Livery Stables and on the farm. It cleans the harness, softens the leather, and gives the harness a fine "new" finish.

IT IS THE CHEAPEST, AND YET THE PUREST MADE.



"GOLD COIN HARNESS SOAP"

We sell this "Harness Soap" on a positive guarantee to give you entire satisfaction. If your dealer does not handle it, write us, inclosing 25 cents, and the dealers name and we will mail you a package postage paid. Don't accept substitutes or imitations. Gold Coin Harness Soap is the newest and most scientific Harness Soap on the market. It has no equal. It cleans, oils and blackens at the same time. It does not rub off on the horse like the other soaps. Buy no other, accept only the genuine "Gold Coin Harness Soap." **It is the Best.**

Don't let any dealer make a fool of you by selling you something you don't want. Let him know that you know what you want and will take no other. Then he will never try to stick you on other things. When you want a good harness soap get "Gold Coin Harness Soap" and you will have the best product that can be made.

IT IS MADE ONLY BY THE

GOLD COIN STOCK FOOD CO.

ST. PAUL.

CHICAGO, U. S. A.

KANSAS CITY.

IT CLEANS, OILS AND BLACKENS AT THE SAME TIME
 IT WILL MAKE THE HARNESS LAST TWICE AS LONG
 NO OIL IS NECESSARY, IT IS ALSO AN OIL DRESSING
 GOLD COIN HARNESS SOAP LEADS THEM ALL
 IT KEEPS THE LEATHER SOFT AND STRONG
 IT IS A LABOR SAVING HARNESS SOAP
 MAKES HARNESS CLEANING EASY
 SOLD ONLY ON GUARANTEE
 IT WILL NOT RUB OFF
 IT MAKES LEATHER SOFT
 MADE FROM THE PUREST OILS
 IT IS THE BEST IN THE WORLD
 IT OILS, BLACKENS, CLEANS AT ONCE
 IT MAKES OLD HARNESS LOOK LIKE NEW
 IT GIVES THE HARNESS A NICE NEW FINISH
 IT IS CHEAPEST TO USE AND GIVES BEST RESULTS
 IT CLEANS, OILS AND BLACKENS AT THE SAME TIME
 IT OILS, CLEANS AND BLACKENS AT THE SAME TIME
 EVERY CAN HAS OUR GUARANTEE OF SATISFACTION
 IT IS THE LEAST EXPENSIVE, YET THE BEST
 IT MAKES OLD HARNESS LOOK LIKE NEW
 IT IS BOTH A SOAP AND A DRESSING
 DOES NOT WASH OFF IN THE RAIN
 FULL DIRECTIONS ON EVERY CAN
 IT IS THE BEST MADE
 IT KEEPS LEATHER SOFT
 KEEPS LEATHER FROM ROTTING
 IT IS MADE OF THE PUREST OILS
 IT IS CHEAP TO USE, YET THE BEST
 IF YOU WANT THE BEST BUY GOLD COIN
 IT GIVES THE HARNESS A FINE "NEW" FINISH
 IT IS CHEAPEST TO USE AND GIVES BEST RESULTS

**Your Money
Refunded
If It Does Not
Give
Satisfactory
Results.**



**The
Most
Scientific
Heave
Cure
Invented.**

“GOLD COIN HEAVE CURE.”

**Heaves in Horses Is Like Asthma in People It Does
Not Usually Kill, But It Disables the Patient - - -**

If you have a horse with heaves that can only work about half the time, we will guarantee if “Gold Coin Heave Cure” is used he will be able and willing to work all the time. **“Gold Coin Heave Cure” is not expensive. A very large package for 50c.** If you have used other Heave Cures, and have derived no benefit, write us and we will send you a package on trial, which will cost you nothing if it fails to give satisfactory results.

THE CHEAPEST AND THE BEST.

We have made it a point to make this preparation cheap as well as good, so that when necessary it can be fed with the regular feed three times a day during the working season at very little cost. When a horse is given “Gold Coin Heave Cure” you can not tell he has the heaves. This is a very valuable thing to know. It will give you twice the value out of your horse.

IT WILL CURE HEAVES

If taken in the beginning. Young horses are easier to cure than old ones. But even the worst cases are greatly benefited and helped by it.

Horses with heaves that you want to work hard, will do best if given one measureful of Gold Coin Horse Tonic and one measureful of the “Heave Cure” mixed, with their feed three times a day.

Don't accept imitations, they are usually worthless. We can furnish you with the genuine article.

Guaranteed the BEST Heave Cure on the market. Your money refunded if unsatisfactory.

GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

**Factories and Order Department,
St. Paul, Minn.**

**CAPITAL
\$3,000,000.00**

**S. W. Dept., Kansas City.
Union Stock Yards, Exch. Bldg.**

"GOLD COIN COUGH AND LUNG SYRUP"

**A COUGH SYRUP FOR
HORSES
CATTLE
SHEEP
COLTS
AND ALL DOMESTIC
ANIMALS.**

**NON-POISONOUS
NON-ALCOHOLIC
SAFE AND CERTAIN.**

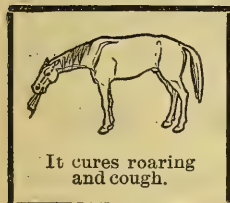


96 oz. Price, \$3.50

**THE
"GOLD COIN BRAND"
OF COUGH
AND LUNG SYRUP
IS THE
CHEAPEST
AND
BEST COUGH SYRUP
KNOWN.**

"GOLD COIN COUGH AND LUNG SYRUP"

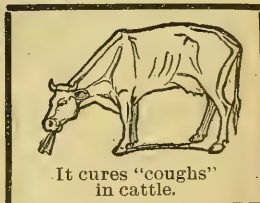
EASY AND PLEASANT TO GIVE



It cures roaring
and cough.

**FOR ACUTE BRONCHITIS, CHRONIC COUGHS,
ROARING, CATARRH, PINK EYE, EPIZOOTIC,
BRONCHITIS, QUINSY, PNEUMONIA, INFLU-**

ENZA, DISTEMPER (when lungs are affected,) PLEURISY AND SORE THROAT.



It cures "coughs"
in cattle.

You need a good Cough Syrup for your animals on hand all the time. It is easy to give and pleasant for the animal to take.

NEVER NEGLECT A COUGH!!!

Many a valuable horse has been ruined for life by letting a little cough run. Don't take such risks. Be your own Veterinary and have remedies on hand to cure your own stock. It will save you many dollars every year, both in Veterinary bills and loss of stock. Lung diseases are the most dangerous of all diseases. Pneumonia kills horses very quickly and therefore always needs prompt and early treatment. Give "Gold Coin Cough and Lung Syrup" at once and you will save the horse.

We will send you a bottle prepaid on receipt of \$3.50.

**MADE ONLY BY THE
GOLD COIN STOCK FOOD CO.**

CAPITAL, \$3,000,000.00

ST. PAUL.

CHICAGO, U. S. A.

KANSAS CITY.





"We get 'Gold Coin Worm Powder' to keep us free from worms. Our master says it's the BEST made."

"I wish our master would give us some. I feel just full of Bots and Worms."

"GOLD COIN WORM POWDER"

Expells All Worms and Bots

If any of your horses, colts, cattle, sheep or hogs are troubled with worms, don't think of using anything but "Gold Coin Worm Powder." It does the work, and it does it quick.

IT IS THE SAFEST, SUREST, QUICKEST AND BEST

Worm Powder ever invented. When you use a Worm Powder you want a good one—one that is certain in its action, which will bring out every worm, once and for all. Gold Coin Worm Powder will do it.

WE GUARANTEE IT

If it does not come up to every claim your money refunded without argument. We make the best Worm Powder on the market to-day. It costs less than other worm powders and goes further. Try it on our Gold Coin Guarantee.

Gold Coin Worm Powder Cured My Horse.

GOLD COIN STOCK FOOD CO.

Dear Sirs—My horse was cured of Bots and Worms by your "Gold Coin Worm Powder," and he has not been troubled since.

MR. C. S. RODNER,
320 Plymouth Place,
Minneapolis, Minn.

He Ought to Know.

Gentlemen—Your "Worm Powder" cured my horse of worms and improved him 100 per cent in every way. His coat is shiny and smooth, and he shows much more ambition since he is well. I get more work out of him. Yours truly,

GEO. LUCKERT,
480 Iglehart Street, St. Paul, Minn.

"Gold Coin Worm Powder Is the Best I Ever Used."

GOLD COIN STOCK FOOD CO.

Gentlemen—I take pleasure writing you to let you know that you have got the "Greatest" Worm Powder in the world. I have tried many different kinds, but yours is far in the lead. It works so nice and easy, and gets out every worm. I shall always recommend it to my neighbors. Any one can give it, as it is perfectly safe.

EDWARD JOS. HALLMACK,
462 Lafayette Place,
Milwaukee, Wis.



GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

Factories and Order Department,
St. Paul, Minn.

CAPITAL
\$3,000,000.00

S. W. Dept., Kansas City.
Union Stock Yards, Exch. Bldg.



Gold Coin Stock Food Co.'s Exhibit at the International Fat Stock Show, Chicago, 1903. It was pronounced by all who saw it as the biggest and finest exhibit at the show.

OVER 15,000 ORDERS

were given for Gold Coin Stock Foods and Remedies during the show week, by farmers and stock-raisers who came from all parts of the country. They wanted it as soon as they saw it, because they could easily understand how it must be better than the common stock foods they had been feeding. They wanted something better, and the new scientific Gold Coin Foods supplied their wants.

"THE GOLD COIN CATTLE FATTENER"

AND

"THE GOLD COIN HOG FATTENER"

Sold in the largest quantities, but "Horse Tonic" and "Egg-A-Day" were close seconds.

GOLD COIN SHEEP DIP

it does not discolor the wool like other dips. It goes twice as far and costs much less. Write for prices of our goods in large quantities.

Was also sold in great quantities. It is considered by sheepraisers the very **BEST** sheep dip. It is the most practical, because

GOLD COIN STOCK FOOD CO.

UNION STOCK YARDS, CHICAGO, U. S. A.

Factories and Order Department,
St. Paul, Minn.

CAPITAL
\$3,000,000.00

S. W. Dept., Kansas City.
Union Stock Yards, Exch. Bldg.

SACRED HEART LUNG CURE

A TRUE AND QUICK CURE FOR DISEASED LUNGS.

DON'T DIE OF CONSUMPTION!

Many unfortunate people have come to believe there is no cure for lung diseases and consumption. They give up all hope and let themselves linger and die when, really, many of them could be cured. **Don't give up hope.** While there is life there is a chance that you may get well.

SACRED HEART LUNG CURE HAS CURED MANY CASES OF CONSUMPTION.

It has even cured where the family doctor had given up all hope, and if it cures such cases there must surely be great virtue in this wonderful remedy. **It is the BEST and the CHEAPEST** cure for **consumption** ever discovered. Many physicians prescribe it to their lung patients, and pronounce it the greatest lung remedy they have ever used.



It cures

**BRONCHITIS, CATARRH,
ASTHMA, BLEEDING LUNGS,
COUGH, COLDS, CONSUMPTION,
WHOOING COUGH, ETC.**

It stands to-day as the **greatest, sur-
est, safest "Lung Cure"** on sale any-
where. If your lungs are diseased, try
"Sacred Heart Lung Cure," even if every-
thing else has failed. It is a most faithful
remedy, and will do wonders if you take
it right.

Physicians advise the use of
Sacred Heart Lung Cure.

Sent to you prepaid on receipt of \$1.00.



Large Size, Price \$1.00.

ADDRESS **SACRED HEART HOME REMEDY CO., ST. PAUL, MINN.**

We can ship it with
your
Stock Food orders.

AXLE GREASE

Best Axle Grease
sold for the least
money.

BUY ONLY

"GOLD COIN AXLE GREASE"

THE BEST AND CHEAPEST LUBRICATOR ON THE MARKET.

DON'T USE A POOR AXLE GREASE.

There are many axle greases on the market which are sold cheap but yet prove very expensive because they have no wearing quality, the axle becomes dry so quick that injury is done and will when used regularly make a new wagon old and shaky in a short time. No man can afford to use poor axle grease. Gold Coin Axle Grease is made from the best wearing oils and will give better satisfaction than any other Axle Grease on the market today.

We can put the Axle Grease in with any shipment we are making to you.

NOTICE THE SPECIAL LOW PRICES:

1 pound can Gold Coin Axle Grease.....	10c	10 pound can Gold Coin Axle Grease.....	75c
3 pound can Gold Coin Axle Grease.....	25c	25 pound pail Gold Coin Axle Grease.....	1.25
5 pound can Gold Coin Axle Grease.....	40c		

Do not be without Gold Coin Axle Grease. Order today.

MADE ONLY BY

GOLD COIN STOCK FOOD CO.

ST. PAUL.

CHICAGO, U. S. A.

KANSAS CITY.

BEAUTY BALM FOR LADIES.

WHY NOT BE BEAUTIFUL, CHARMING AND WINNING



This lady uses Sacred Heart Beauty Balm.

This lady is going to use it also.

IT MAKES
A LADY
OF
THIRTY
APPEAR BUT
TWENTY.

LADIES SHOULD APPLY

SACRED HEART BEAUTY BALM

TO

FACE, NECK, BUST, ARMS AND HANDS.

A
COOLING,
DELIGHTFUL,
REFRESHING,
HEALING
LIQUID.

**It Is All
You Need.**

for it. It is easily applied, and cannot be detected. It instantly removes all

It is all you need to become beautiful. Sacred Heart Beauty Balm is the most popular beautifier used by women. It is used by the leading Society belles and America's most famous actresses. It is not injurious and is chemically pure. Ladies desiring a Soft, Rich, Pliable Skin with Healthy, Blooming and Charming Complexion will find Sacred Heart Beauty Balm to do all that is claimed

**REDNESS, PIMPLES, BLOTCHES, SUN-
BURN, ROUGHNESS, FRECKLES AND TAN.**

Sacred Heart Beauty Balm preserves a Soft Skin.
Sacred Heart Beauty Balm drives away Freckles.
Sacred Heart Beauty Balm cures all kinds of Pimples.
Sacred Heart Beauty Balm gives a Dream of Beauty.
Sacred Heart Beauty Balm is a Pure, Harmless Liquid.
Sacred Heart Beauty Balm is a Boon to Young Mothers.
Sacred Heart Beauty Balm is no Rouge, Paint or Powder.
Sacred Heart Beauty Balm insures the Finest Complexion.
Sacred Heart Beauty Balm restores Beauty to Faded Cheeks.
Sacred Heart Beauty Balm is for Face, Neck, Bust, Arms and Hands.
Sacred Heart Beauty Balm banishes Tan, Tetter and Prickly Heat.
Sacred Heart Beauty Balm is Nature's Own Remedy.
Sacred Heart Beauty Balm discourages the Growth of Superfluous Hair.
Sacred Heart Beauty Balm is as Harmless to the Skin as Water.
Sacred Heart Beauty Balm is the Best—Superior to All Others.

SENT POSTPAID. PRICE 50c. WRITE FOR IT TODAY.
It is Guaranteed to be the Best. Money Refunded if not Satisfied.

ADDRESS

SACRED HEART HOME REMEDY CO.
ST. PAUL, MINN.



Before and After Using.

SACRED HEART WINE FOR WOMEN



CORRECTS ALL IRREGULARITIES OF THE MONTHLY PERIODS.

GIVES PROMPT RELIEF TO WOMEN WHO SUFFER FROM BACKACHE, DIZZINESS, HEADACHE, AND ALL PAINFUL CONDITIONS OF THE UTERINE SYSTEM.

THE MOTHER'S BEST FRIEND.

Mothers who are Nervous, Worn-out, on the verge of Hysterics, suffering from Inflammation, Leucorrhoea (Whites), Irregularities, Ovaritis, painful and difficult Menstruations, etc., know what a relief the wonderful "SACRED HEART WINE FOR WOMEN" is. It is a God-send to suffering Women. It has cured where operations had failed. Take it for all diseases peculiar to women for which you dislike to go to a doctor.

IT SHOULD BE TAKEN DURING PREGNANCY.

Every Woman should take "SACRED HEART WINE FOR WOMEN" all during the time she is pregnant. It strengthens the constitution, makes delivery easy and less painful, and greatly aids the nourishment of the infant.

KEEP "SACRED HEART WINE FOR WOMEN" IN YOUR HOME

all the time, it is good for so many things. It is nature's greatest emmenagogue, and it is a certain cure for all Menstrual disorders of women and young ladies.

SOLD ON GUARANTEE BY THE
SACRED HEART HOME REMEDY CO., ST. PAUL, MINN., U.S.A.

SACRED HEART BATH CABINETS

For Taking Medicated or Turkish Baths in Your Home.

THIS \$10 BATH
CABINET NOW
ONLY **\$4.70**

The "Sacred Heart Bath Cabinet" cures Rheumatism, Kidney and Bladder Diseases, prevents Pneumonia, Bronchitis, Pleurisy, etc. IT CURES A COLD IN ONE NIGHT. It cures Lumbago, Lamé Back, Sciatica, Skin Diseases, Pimples, Bad Blood (it sweats the poisons out of the blood), Headaches, Constipations, etc.

WOMEN! It cures Suppressed Menses, Irregularities, Pelvic Inflammations, Ovaries, Uterus and other female troubles.

\$4.70 INCLUDES LAMP AND ALL COMPLETE.

FOR SALE ONLY BY THE

SACRED HEART HOME REMEDY CO.

ST. PAUL, MINN., U. S. A.



ONLY \$4.70 COMPLETE.

SACRED HEART SWAMP ROOTS

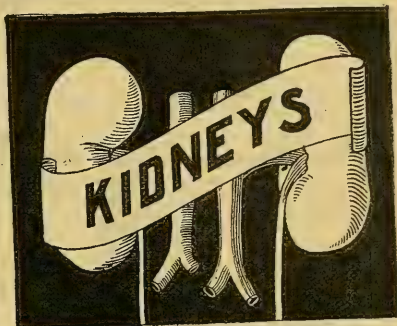
CURES KIDNEY AND BLADDER TROUBLES.

SOME PEOPLE HAVE KIDNEY TROUBLE AND DON'T KNOW IT.



PRICE ONLY \$1.00

**WRITE
FOR
A
BOTTLE
TODAY
AND
GET
CURED
TO
STAY
CURED**



**IT CURES CHRONIC KIDNEY AND
BLADDER TROUBLES.**

Buy a bottle at once, it will cure
your kidneys.



**IT IS THE BEST CURE FOR THE
BLADDER.**



SORE, WEAK, ACHING KIDNEYS

THE SYMPTOMS.—There is frequent urination, which may or may not be painful; cloudy urine; pain in the back; puffiness under the eyes; coated tongue; foul breath; swelling of the ankles, etc. Never neglect these dreadful symptoms, for they lead to an early grave, through indescribable suffering. "Sacred Heart Swamp Roots" cures kidney troubles. It should always be taken early and you will always get good results. It now stands as the world's greatest Kidney Cure.

HOW TO TEST YOUR URINE.—Take of your morning urine about a half a glassful and let it stand, or pour it into a clean bottle and let it stand over night, if CLOUDY or shows unusual SEDIMENT get a bottle of "Sacred Heart Swamp Roots" and take it until the urine clears up and the kidneys are strong and well again. No matter how serious a disease you may have, remember "Sacred Heart Swamp Roots" has saved thousands of lives. It will save yours. Try it on its guarantee. It also cures BED WETTING, IRRITATION OF THE BLADDER, and other minor troubles in children and young folks. Sold on a guarantee to cure or money refunded. It is the BEST and yet the CHEAPEST. Write for a bottle today.

MADE AND SOLD BY

SACRED HEART HOME REMEDY CO.

ST. PAUL, MINN., U. S. A.

SACRED HEART RHEUMATISM CURE. A SAFE AND SURE CURE

ALL BLOOD AND RHEUMATIC DISEASES CURED LIKE MAGIC.

WHY SUFFER THE PANGS AND TORTURES OF RHEUMATISM?

Why be crippled all your life when you can be cured. There is no disease so painful as Rheumatism—yet there is no disease that can be so easily and surely cured if "Sacred Heart Rheumatism Cure" is taken.



PRICE \$1.00.

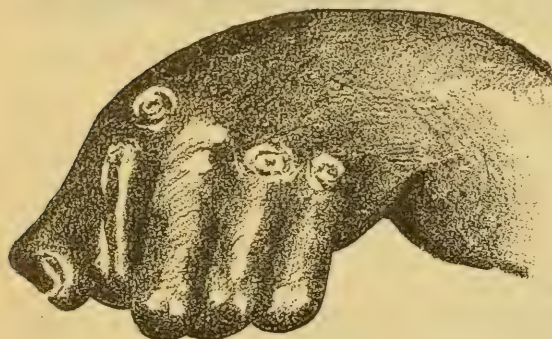


[Rheumatism makes helpless cripples Don't let yourself get in this condition]

IT PURIFIES THE BLOOD.—The great advantage which "Sacred Heart Rheumatism Cure" has over other rheumatic remedies is that as well as being Anti-Rheumatic it possesses those properties which cleanse and purify the blood. Therefore, when once cured by "Sacred Heart Rheumatism Cure," there is but a very small chance that the Rheumatism will ever come back.

CHALK DEPOSITS IN THE JOINTS.

The knuckles, the wrist, and the joints in the toes are the usual seat of these painful and annoying enlargements. They are warning signs given by Nature to tell the patient of impending danger. They tell of deformity, contractions of hand, fingers and toes, and unending pain and suffering, unless the blood is purified and the disease cured. The greatest, and we might say, the ONLY sure relief and cure for such sufferers is "SACRED HEART RHEUMATISM CURE." It is



Crippled Hand—Chalk deposits. Sacred Heart Rheumatism Cure will cure them every time.

THE ONLY GUARANTEED CURE FOR RHEUMATISM.

It is the KING of rheumatic medicines. It stands first for its record of cures, and it stands first in quality and curative properties. It has cured where doctors and other remedies utterly failed. It is not expensive. Only \$1.00 for large bottle. It does good work and it does it quick. If you are a sufferer try it. Recommend it to your friends. Write for a bottle to-day—your money refunded if it fails.

MADE AND SOLD BY

SACRED HEART HOME REMEDY CO.
ST. PAUL, MINN., U. S. A.

SACRED HEART SYRUP OF FIGS

**A VERY MILD AND PLEASANT LAXATIVE
FOR WOMEN AND CHILDREN.**

It makes a free and easy movement of the bowels. The most delicate child or the most gentle woman can take "Sacred Heart Syrup of Figs" without the least griping or pain. It is prepared especially for the delicate stomachs and bowels of WOMEN and CHILDREN.

IT IS PLEASANT TO TAKE

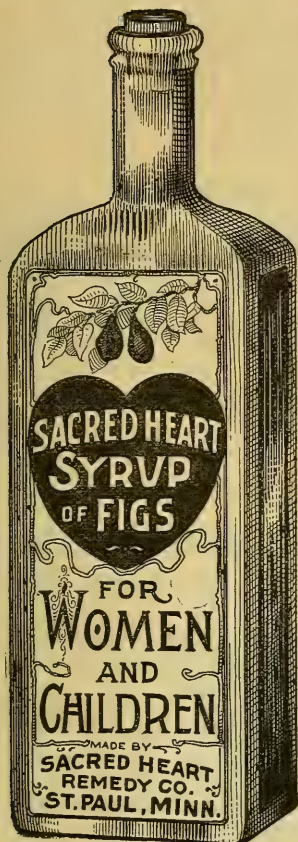
and, as its name signifies, is made from FIGS, OLIVES, PRUNES and other laxative fruits. It is the "morning medicine" of thousands of elegant women. One teaspoonful each morning will relieve the most obstinate cases of constipation. Constipation, with its many complications, as appendicitis, inflammations, female troubles, piles, bladder troubles, etc., is the source of most women's ills. "Sacred Heart Syrup of Figs" makes a

PLEASANT CURE FOR CONSTIPATION.

The aristocratic ladies, and the children of the wealthy are as yet its greatest users, but its price is so low that all women and children can use it. A large bottle for 50c. It is the cheapest laxative on the market, as well as the BEST. Try it and you will never be without it. The timely use of a gentle laxative will ward off many diseases in women and children.

**WHEN THE CHILDREN ARE SICK AND YOU DON'T KNOW
WHAT TO DO**

Give them a teaspoonful of Sacred Heart Syrup of Figs and get a full, free movement of the bowels, and they will usually be allright. Try it. It is guaranteed.



ONLY 50c.

FOR SALE BY THE

SACRED HEART HOME REMEDY CO.

ST. PAUL, MINNESOTA, U. S. A.

FIGETTES! FIGETTES! FIGETTES!

SACRED HEART FIGETTES. LITTLE CANDY-COVERED CATHARTIC PILLS.

Put up in small package, "vest pocket size," so they can be easily carried in the pocket. They are especially nice for working men, as they are packed in small wooden bottles which will not break or spill like glass bottles.

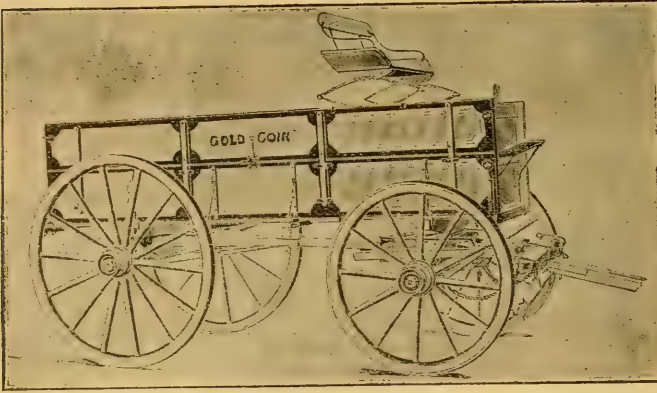
SMALL, POWERFUL LITTLE PILLS.

They cause no griping, no bleeding, no pain or discomfort, and always give a full, free movement of the bowels. Take one at night and

THEY WILL WORK WHILE YOU SLEEP

producing an easy movement in the morning. They are a sure cure for piles, fistula, constipation, etc. Sold on guarantee. For sale by

SACRED HEART HOME REMEDY CO. SAINT PAUL, MINN.
U. S. A.



A GREAT WAGON. FULLY WORTH \$80.00.

But at our wholesale price you get it for **ONLY \$62.50**

When buying a wagon it pays to buy a good one. When you are asked to pay \$45 to \$55 for a cheap wagon it will pay you to put \$10 more to it and get "Gold Coin Specially Built Farm Wagon." It is made extra heavy where the greatest strain and wear comes on a wagon. Extra heavy white oak hubs. Hard steel tires. It will out-last three cheap wagons and save you much money on repair bills. We can always furnish extra parts on quick notice.

A VERY GOOD RIDING SADDLE.

At our wholesale price **ONLY \$3.50**

A good little Riding Saddle like this is very handy around a farm. Quick rides to town, or for a doctor can usually be made best on horseback. This saddle is well made, looks nice and will wear as long as an expensive one.



A FINE STOCKMAN'S SADDLE.

Made of extra good materials.

WORTH \$15.00.

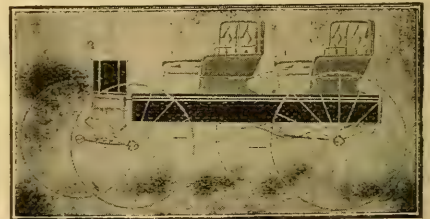
At our wholesale price

ONLY \$11.50

This is a rare opportunity to get a very good stock saddle at a very low price. It will do all the work and last as long as one that costs twice as much.



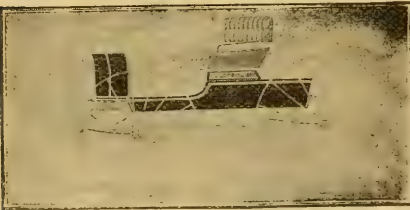
A GOOD STANDARD SPRING WAGON.



You can easily save \$12.50 by buying this wagon. It makes a very handsome farm buggy. It will carry a very heavy load and yet is light running and easy to ride in. This is an excellent chance to get a very good Standard Spring Wagon cheap. Pole included.

**WORTH \$85.00. OUR PRICE
ONLY \$72.50**

AN ELEGANT BRAKE SEAT RUN-ABOUT.



WORTH \$60.00.

At our wholesale price

ONLY \$42.50

If you are in need of a "run-about" here is an excellent opportunity to get a good one cheap. Body brilliant black with carmine and Made of the best stock.

gold stripe. Long distance axles. Elliptic springs.

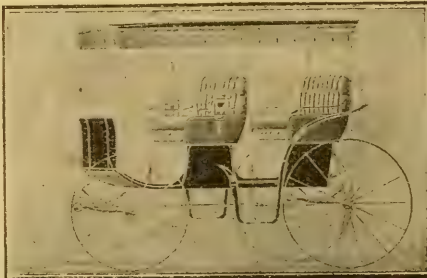
STANDARD LIGHT STRAIGHT SILL SURREY

WORTH \$125.00.

At our wholesale price

ONLY \$97.50

We have been having a very large sale of this Surrey. It is so much nicer than the cheap surreys that many farmers have been buying in the past that those who bought this would not have the cheap kind any more. When buying a surrey for your family buy a nice one. This will meet all your desires, and it is the cheapest you can buy.

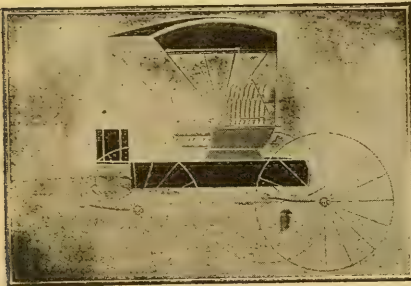


ARE YOU IN NEED OF A TOP BUGGY?

**HERE IS A \$75.00
BUGGY FOR**

ONLY \$58.00

This is a great bargain. Our wholesale price to you is only \$58.00 and its equal cannot be bought anywhere for less than \$75.00. You see the saving you make when you buy this buggy from us. Write us for particulars.



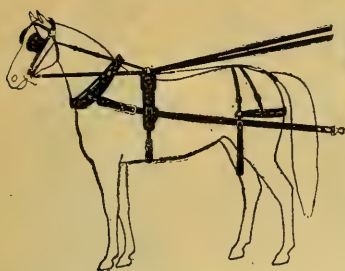
GOLD COIN WHOLESALE SUPPLY CO.

CHICAGO, ILL.

ST. PAUL, MINN.

KANSAS CITY, MO.

FINE SINGLE WAGON HARNESS.



WORTH \$19.50.
OUR WHOLESALE
PRICE, ONLY

\$15.25

A very heavy, durable single wagon harness. A good quality harness at a very moderate price. It is of regular style and standard weight. This is an unusual

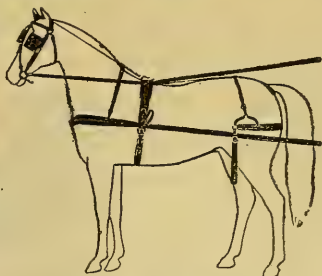
opportunity to get a good harness at a very low price. Collar \$1.25. Write us. We can supply you promptly.

VERY STYLISH BUGGY HARNESS.

SHAPED BREAST COLLAR.

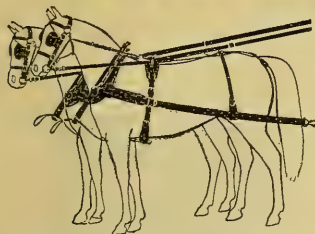
WORTH \$18.00.
OUR WHOLESALE
PRICE, ONLY

\$12.75



This harness is made of extra good stock. It is very stylish, with the new "shaped" breast collar. If you have a nice buggy you want a nice harness to go with it. This is as nice a harness as you will ever need of its kind.

FINE DOUBLE FARM HARNESS.



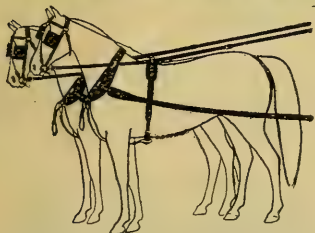
WORTH \$30.00.
OUR WHOLESALE
PRICE, ONLY

\$22.50

This is very durable, and well made harness. It is extra heavy in those places where a good work

harness ought to be strong. It is the greatest bargain ever offered. If you do not want to pay \$40 to \$50 for a farm harness, buy this one, it is just as good and only costs \$22.50. Collars, \$3.00 per pair.

ELEGANT DOUBLE BUGGY HARNESS.



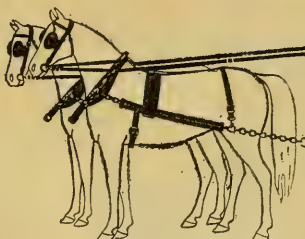
WORTH \$21.00.
OUR WHOLESALE
PRICE, ONLY

\$16.75

A very fine double buggy harness. Good stock. Well made in every way. Patent leather blinds, mar-

tingales, etc. Is finely finished, and offered at a great bargain, only \$16.75. Collars \$1.50 a pair. Write for a full description of any of our harness any time. Special prices when several sets are taken at once.

FINE DOUBLE PLOW HARNESS.



WORTH \$20.00.
OUR WHOLESALE
PRICE, ONLY

\$16.25

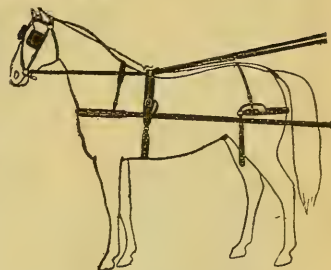
This harness can also be used for heavy wagon work. It is an extra strong, durable harness. Every

farm should have several sets on hand for doing the heavy work. The chains are large and the strongest enameled iron. We furnish bridles of any size. Also collars and hames of any size. For the pair of collars and hames add \$2.15, and if breast straps are desired 50c more. This makes the CHEAPEST and most complete Plow, or Heavy Harness ever put on sale. Extra parts can always be obtained on short notice. We guarantee our harness against all flaws. Write us.

ELEGANT SINGLE BUGGY HARNESS.

WORTH \$12.00.
OUR WHOLESALE
PRICE, ONLY

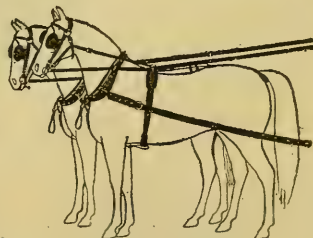
\$8.50



This is the finest cheap harness that has ever been offered for sale. It is good enough for anybody and will last as long as much more expensive harness. It is made of very good stock, and usually sells at \$12 to \$14. It is the standard style of buggy harness. Good for hundreds of different purposes. You need a light harness like this around your farm because it can be so easily and quickly thrown off and on. For the money you will never find the equal of this harness again.

DOUBLE-SPRING WAGON HARNESS.

"THE CARRY-ALL."



WORTH \$28.00.
OUR WHOLESALE
PRICE, ONLY

\$21.25

Here is one of the most useful, all-purpose harness around a farm. It can be

used on a buggy, on a double-spring wagon, on a milk-wagon, vegetable wagon and for all such purposes. To drive to town or to market or to carry a load of people to church this is an excellent harness and is worth fully double the price we are asking. Collars \$3.00 per pair. Every part is guaranteed against flaws. Write to us.

GOLD COIN WHOLESALE SUPPLY CO.

ST. PAUL, MINN.

CHICAGO, U. S. A.

KANSAS CITY, KAN.

THE MOST POPULAR FAMILY COOKING RANGE.**With reservoir. Hard or soft coal or wood.**

In the construction of this range such points are embodied as will meet with convenience, economy and perfection. The body is japanned or mounted with Wellsville polished steel and all parts are properly shaped and securely fitted. Flush top reservoir with large cast iron enameled tank.

The spacious fire box can be arranged to burn twenty-four inch wood and is provided with a combination duplex coal or wood grate resting on independent bars. The grate can be removed through grate door without disturbing the fire box linings or water front. A removable nickel towel rail in front of the range is a convenience readily appreciated.

The nickel parts consist of towel rail, fire grate, ash and flue doors, oven door rim, name and address plate, screw draft register in ash door, folding tea pot stands, pipe draft register, side brackets and nickled steel bands on shelf



Order No. 619.

and closet and knobs. If you need a stove we can sell one to you cheaper than any one else, because we sell you direct at wholesale price. The list price of this stove is \$48.00. Our special price to you F. O. B. Chicago is only \$28.25.

RADIANT OAK.**Hard or soft coal or wood.**

The Radiant Oak introduces the latest design in popular oak stoves. It is full size, full weight, handsomely ornamented and perfect in operation. The body is made of heavy steel. Heavy corrugated fire pot. Large ash pan. Nickeled foot rail in three sections, top ring, panel and knobs. Handsome urn. The best medium priced oak on the market. Our wholesale prices F. O. B., Chicago, are:

No. 01.	10 in. fire pot.....	\$ 7.10
No. 21.	12 in. fire pot.....	9.28
No. 41.	14 in. fire pot.....	11.12
No. 61.	16 in. fire pot.....	12.96
No. 81.	18 in. fire pot.....	14.84
No. 81.	18 in. (1½ sheet high).....	17.80

We save you big money.

**AMERICAN CABINET.****Frame Low, Junior Individual Burners and Stationary Tank.**

Full Cabinet Frame, with end panels in one piece, bottom well braced under center of base. Burners half brass angles, cast iron drilled cones, wrought iron ¾-inch stand pipe, and cleaning needle with brass check nut. No. A-3. Size 14½x30in., 14½ in. high, weight 28 lbs. Sold to you at the low wholesale price of \$4.45 F. O. B., Chicago.

When in need of any kind of a stove, remember you can save money by buying from us. We sell only good reliable stoves at the lowest prices.

**STAR AMERICA OAK.****Burns hard coal, soft coal or wood.**

The Star America Oak is one of the most unique of junior oak stoves. It has a large feed door, large ash pit, draw center grate and nickled air tight screw draft damper, nickeled footrails, name plate, keys and urn. It is the best cheap oak on the market. Our special wholesale price to you is:

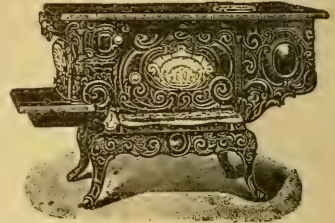
No.	Size of Fire Pot	Price
11.	10 inch.....	\$ 5.33
31.	12 inch.....	7.00
51.	15 inch.....	8.66
71.	16 inch.....	10.33
91.	18 inch.....	12.00

When ordering give No. of stove you want and cut out picture and mail. The above low prices are F. O. B. Chicago.

**CAPITAL AMERICA, WITH RESERVOIR.****For hard coal, soft coal or wood.**

The Capital America, with its latest improvements and many sizes makes it a quick selling stove. We can furnish it in the following sizes with large enameled reservoir, with cast enameled tank at these low wholesale prices F. O. B., Chicago.

No.	Covers.	Size of Oven.	Price.
417.	Four 7 inch.	14X15X11	\$18.52
618.	" 8 "	16X17X11½	20.72
818.	" 8 "	18X19X12	22.96
918.	" 9 "	18X19X12	22.96
028.	" 8 "	20X20X12½	26.92
029.	" 9 "	20X20X12½	26.92

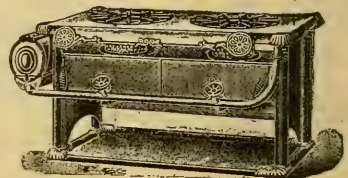
**FOREST AMERICA.****Square for wood.**

The Forest America cook stove is especially designed for wood as fuel. It has large top, heavy cut and lined center, large oven, large fire box and fire door, ample flues, with convenient flue door for cleaning, nickel oven shelf, name plate on front door, oven door panels, tea pot stands and nobbs. Wholesale prices to you F. O. B. Chicago, are:

No.	Covers.	Size of Oven.	Price.
417.	Four 7 inch.	14X15X11	\$11.88
618.	" 8 "	16X17X11½	14.08
818.	" 8 "	18X19X12	16.32
819.	" 9 "	18X19X12	16.32
028.	" 8 "	20X20X12½	18.92
029.	" 9 "	20X20X12½	18.92

GLOBE WICK-LESS OIL STOVE.

The best Oil Stove of its kind on the market. This stove has no wick. A most satisfactory stove at a reasonable price. No. 2 Junior, 14 inches high with 14½x25 in. top now sells at \$5.25 each, F. O. B. Chicago.

**GOLD COIN WHOLESALE SUPPLY CO.**

CHICAGO, ILL.

ST. PAUL, MINN.

KANSAS CITY, KANS.

DON'T PAY RENT! OWN YOUR OWN FARM!

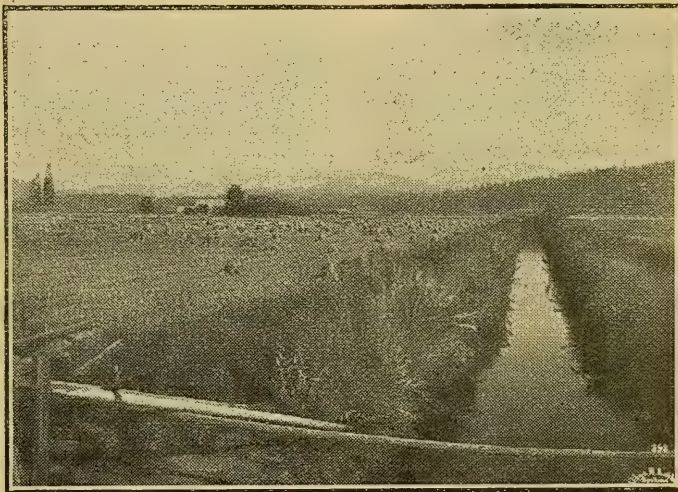
WHY PAY RENT FOR LAND THAT WILL NEVER BE YOURS? DECIDE TO BE INDEPENDENT AND OWN A FARM OF YOUR OWN.

THE HUNTER LAND CO. owns and Controls large tracts of Virgin Prairie and Timber Lands throughout the entire West. In North Dakota we own, and offer (subject to prior sale), in large and small tracts, over 100,000 acres of the choicest level to rolling prairie lands, all ready for the plow, free from stumps and stones; no floods, good water and markets. Many of our lands are underlaid with vast deposits of **Lignite Coal**. As yet we have made no reservations in our contracts. We are owners, not agents, and our prices are **lower** than asked for similar lands by any other land company in America. The Hunter Land Co. was organized in 1882, nearly a quarter of a century ago, and during that time has sold over 2,300,000 acres. Two million, three hundred thousand acres!—think of it—the purchasers of which have all made money. **We are a Large Land Department Store and have somewhere in our stock exactly what you want.** And at prices that are sure to please. Write at once for free maps, etc.

FREE HOMESTEADS.

Scattered amongst our lands in many localities are still to be had some desirable Free Government Quarter Sections. They are fast being taken up, but while they last, we will **Select and pay the filing fee on 160 acres free**, to every purchaser of a 160 acre farm from this Company on our 4-year plan. You must, of course, fulfill the government regulations as to residence on the land, etc.

**OUR LANDS
USUALLY
MORE THAN
PAY FOR
THEMSELVES
OUT OF THE
FIRST CROP**



**RELIABLE
AGENTS
WANTED
TO
SELL
OUR
LANDS**

We also own or control large tracts of land in the State of Washington. Some of these we will lease for a term of years. Grazing lands in North Dakota and Montana—all sorts and conditions of lands. Irrigated fruit lands in Washington, and Alberta, Canada, Canadian lands, Minnesota and Wisconsin lands, selected years ago, and you save money on every acre you buy from this Company. **Don't Delay. Write to-day—before prices are advanced.**

**One-Half
Fares to
Land
Seekers**

Hunter Land Co.

**Ground Floor
New Chamber of Commerce
MINNEAPOLIS
MINN.
U.S.A.**

CUT THIS OUT AND MAIL TO-DAY—Enclosing 2c for Postage

**HUNTER LAND CO.
Minneapolis, Minn.**

Please send me information about your lands—Free of charge.

Name

Address



Students of Animal Husbandry Judging Galloway Cattle.

The Class is from the Minnesota State University—On Mr. N. P. Clark's farm, St. Cloud, Minn.

SCIENTIFIC FEEDING TO GET SPECIAL RESULTS.

Our Foods are based on scientific principles, one Food is not supposed to do every thing. Each Food has its own particular action, as follows:

1. **"Gold Coin Cattle Food and Fattener."**
For cattle only (and its kind).
2. **"Gold Coin Hog Food and Fattener."**
For hogs only.
3. **"Gold Coin Horse Tonic."**
A Tonic for horses only. It puts life, energy, spirit in them, hardens the muscles, and makes them willing workers.
4. **"Gold Coin Poultry Food."**
For fowls only. It increases egg production.

Scientific foods for scientific purposes. A food that is so compounded that it performs a scientific purpose, can do that one thing a great deal better than a food that is supposed to do everything. The common sense of the best stockmen and farmers all over the world back up our scientific preparations. They repeatedly praise our Cattle Fattener for its fattening effects upon cattle, steers, etc. Hog raisers praise the Hog Food to the skies, they say that it acts specifically on hogs in a way that no stock food ever did before. It actually fattens hogs in much less time and puts an elegant "finish" on them. Why shouldn't it? It is a Specific Food for hogs—hogs only. It is something you have never used before. It is one of the new and useful scientific discoveries of this great age of progress.

Gold Coin Hog Fattener prevents cholera, worms, etc.

Red Water cured by feeding Gold Coin Cattle Fattener regularly.

BUY ONLY SCIENTIFIC FOODS.

Don't accept cheap imitations which some dealers may try to palm off onto you. Insist on having only the Genuine Gold Coin Stock Food Co.'s preparations. Always refuse substitutes, which the dealers say are "just as good" for they are usually cheap, worthless preparations which give the dealers a little more profit, but make you lose good money. Remember that "Gold Coin Stock Food Co.'s Foods" are sold on a positive Cash Guarantee, and they cost you nothing if they ever fail.

IT CONTAINS THE PRODUCTS THAT MAKE MILK.

Feed Gold Coin Cattle Fattener in full doses to your milch-cows on our guarantee to bring you paying results.

For Epizootic Catarrh in sheep put them in warm barns and feed Gold Coin Condition Powder three times a day. It always cures.

Over 500,000 farmers have endorsed Gold Coin Cattle Fattener and have used it for years for fattening cattle with 15 to 25 per cent gain in profit.

Scab can be cured with Gold Coin Sheep Dip—full directions on every can.

Gold Coin Cattle Fattener purifies the blood and makes the constitution strong.

Mail us your testimonials for publication in our new book. We greatly appreciate them, and they will help other farmers on the right road to scientific feeding.

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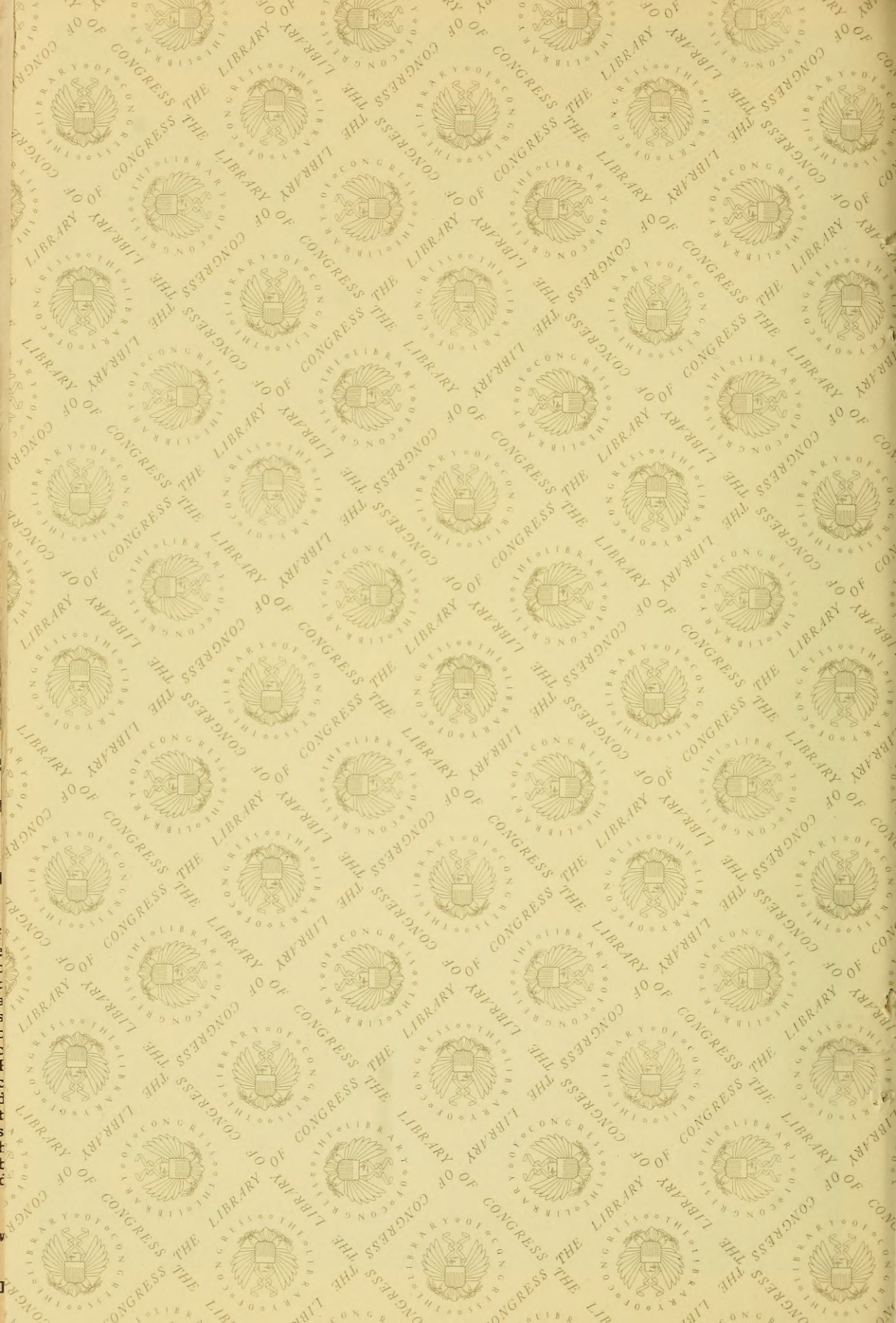
Gold Coin Stock Foods are the Best in the World and are Sold on a Bank Guarantee—

Buy No Other.

SCIENTIFICALLY COMPOUNDED
HIGHEST GRADE PREPARATIONS IN THE WORLD.



SOME OF THE PREPARATIONS MADE BY THE
GOLD COIN STOCK FOOD CO.





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